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PRINTERS' INK

A JOURNAL FOR ADVERTISERS

VOL. LXXV.

NEW YORK, JUNE 29, 1911.

No. 13



The open road of advertising is a broad and safe highway for big business as well as little.

There are certain utilities that the public needs and that most of the public realizes it must pay a fair price for. Some corporations supplying such have already found satisfaction and profit in telling the public what they are trying to do.

The method employed is advertising, and the medium that by which the public gets its other information—the printed page.

This advertising does not consist of notices more or less obscure and friendly, but of display advertisements in which the purpose, policy and progress of the company is fully set forth, and its difficulties, expenses and hindrances frankly described.

When you stop to think about it, this plan should work well. It does. The trouble is the undue length of time given to thinking about it—time that should be used in getting about it.

The open road of advertising is a broad and safe highway. Big folks and little folks are alike invited to test what we know concerning it.

Philadelphia

New York

Boston

Chicago

Cleveland

Over Eight Hundred Thousand

But figures *alone* mean little.

It isn't the size of your audience that counts: it's their *ability to act* once you convince them. One buyer is worth a dozen "wishers."

The Eight Hundred Thousand farmers (837,000, to be exact) who subscribe to Standard Farm Papers are liberal "buyers."

The government has just announced that this will be the biggest year they have ever had—

Yet you have scarcely noticed the fact.

Just pause a moment to consider what that means.

It means that the farmer's income has increased so steadily year by year for the

past decade that now, even with the city people a-scratching their heads and muttering "hard times," the announcement of the farmers' good fortune is so familiar it scarcely creates any comment at all.

Read that last paragraph over and then ask us for details about standard farm papers and proof of what they are doing for other manufacturers.



Standard Farm Papers

are The Ohio Farmer
Farm The Michigan Farmer
Papers The Breeder's Gazette
of Hoard's Dairyman
Known Wallace's Farmer
Value The Kansas Farmer
 Wisconsin Agriculturist
 Indiana Farmer
 Home and Farm, Louisville
 Town and Country Journal
 San Francisco, Cal.
 The Farmer, St. Paul
 Oklahoma Farm Journal

Wallace C. Richardson, Inc.
 Eastern Representatives
 41 Park Row, New York City.

GEORGE W. HERBERT
 Western Representative
 First National Bank Bldg.
 Chicago

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A JOURNAL FOR ADVERTISERS

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HOW N. C. R. GETS 100 PER CENT EFFICIENCY OUT OF ITS MEN

STORY OF METHODS BY WHICH THE NATIONAL CASH REGISTER COMPANY UNCOVERED THE WEAK POINTS IN ITS DISTRIBUTION AND WHAT IT DID TO REMEDY THE TROUBLE

By E. D. Gibbs,

For over ten years Advertising Director and Trainer of Salesmen for the National Cash Register Co.

I.

[EDITORIAL NOTE.—This series of articles will be found of interest not only because they chronicle an important chapter in commercial history, but also for their suggestive and helpful character. The efficiency of the National Cash Register selling-organization has been at once the admiration and despair of sales managers generally. Here is the story, told from the inside, of how this high degree of efficiency was accomplished. One of PRINTERS' INK's aims is to help advertising managers and advertising men generally to assume an increasingly important rôle in the business world, and such chapters as here related, even though indirectly connected with advertising *per se*, clearly point the way to the goal.]

"There seems to me nothing so great as this work of a teacher, whether we call this teacher Mother, Father, or instructor, or pastor. To take a character and mould and make it—there is nothing greater."—Lyman Abbott in "The Outlook."

In the early part of 1892, John H. Patterson, president of the National Cash Register Company, began worrying about a panic.

He was convinced that it was sure to come. He said that in order to prepare for this panic it would be necessary to find out how the salesmen all over the United States were selling cash registers, and to train those salesmen who showed the need of a training.

He was convinced of the necessity for such an action by an ex-

perience he had recently had with the salesmen of the company. These salesmen had been in attendance at a convention of the agents held at the factory at Dayton. During the course of this convention it occurred to the president to examine the salesmen on their methods of selling cash registers. He wanted to see how the different men approached storekeepers, what they said to them, the closing arguments that they used, and he wanted to secure an idea generally of the selling methods in vogue by the agents of the company.

To his surprise and that of the other officers of the company, most of the men were woefully deficient both in selling arguments and in their method of handling storekeepers. This was about the first time that such an examination of salesmen had been made. But so important did the Company consider the matter that an announcement was made at that convention that another and a competitive examination of salesmen would be held at the next convention of agents.

The men were informed that at this next examination judges would be appointed, also other men to act in the capacity of customers. It further stated that prizes would be awarded to the salesmen making the best showing in address and manner, explanation of the parts of the register, on arguments and selling, also the manner of meeting objections of customers and on general all-around salesmanship. This notice was issued to encourage the men, so as to have them take a better interest in their work.

After the men had returned to their homes Mr. Patterson decided not to wait for the next convention of salesmen to find out how the rest of the men were attend-

ing to their duties, but to make a trip around the agencies of the company and find out for himself the exact condition of his selling force.

We started out together in the spring of 1893 and on the first trip visited fifty towns in fifty-one days. This first trip that I made with Mr. Patterson was a very trying one. We had nothing whatever to guide us; we scarcely knew what we were going to do when we started out from the factory. Our programme, in fact, was made up as we went along.

In order to expedite matters and do the greatest amount of work in the shortest possible time, we notified the agents well in advance as to the dates we would arrive in the various territories, so that they might arrange to have the men from outlying districts come in to the main cities. This was done to economize our own time. It was just as easy to talk to twenty-five men as to talk to three or four; besides, we realized it was better for one man to get the experience of fifteen others rather than to sit in a meeting attended by only four or five.

In every city of any importance we held a convention of the agents and examined each man on his selling methods, his style of approaching a storekeeper, his ways of closing sales, his personal appearance, his attitude towards the prospect, and we also put in considerable time inspecting the showrooms and finding out how registers were exhibited and sales made. Part of the time Mr. Patterson acted as storekeeper and the balance of the time I served in this capacity.

We realized that it was not at all easy for salesmen to get up in the presence of officers of the company and give a demonstration of their methods of selling cash registers. We tried to put the men at their ease. We explained to them why we were holding these conventions—that it was as much for their interests as it was for ours and we did our best to have every part of the proceedings conducted in a purely informal way. I admit that we

were not always successful in doing this. Some of the men were intensely nervous, no matter what we said to them. It was impossible to make others feel at ease, and in several cases the men simply could not go ahead with the demonstrations at all. Most of the restraint exhibited at the start wore off, however, as the meetings proceeded.

Most of our trouble was with the older men of the company. These men had been selling cash registers for many years. They were successful and they resented criticism. Of course the thing that saved the day was the fact that the president of the company was doing this work. I could not have done it alone, and I question whether any official of the company other than the president could have accomplished much of anything.

Some of the salesmen claimed that our criticism of them was rather severe. In order to prove whether their judgment was right in this matter we engaged an elocutionist who knew nothing whatever about our machines to act as a spectator while the salesmen were explaining the registers to us and then give his opinion of each man. We did not tell the salesmen that we were going to do this, because we knew that most of the salesmen would feel rather nervous if they knew that an elocutionist was criticising them. He kept in the background. This elocutionist not only endorsed whatever criticisms we made of the men, but said there were many valuable points that we ourselves had omitted, and he taught the men much of value on enunciation and address.

In many instances we found that the younger salesmen were outstripping the older ones. These older salesmen did not realize that the younger men were beating them, until we confronted them with the sales records of the company.

The reason that some of these old-time salesmen did not succeed as well as in the past was, because they did not realize that times were changing and that they should change with them. They

forgot that the methods of years before, while excellent then, were not adapted to the new conditions. They hesitated about adopting methods which the company wisely saw would be their only stepping-stones to success. They did not realize that the factory was keeping up with the times simply because it adopted the most approved methods, not only in manufacture, but of advertising and selling as well.

The new men were quick to adopt these improved methods. They did not know any old methods, so it was not difficult for them to accept the new. Besides, the newer men, coming more freshly into the field, had a better perspective. In most cases the demonstrations of the older men were sufficient evidence that they were not up to the times and, as a rule, it did not take long for a sensible man to see this. Some few men would not admit that they were wrong. It was necessary in some instances to make examples of these men and drop them from the ranks.

Some of the older salesmen, however, were quick to appreciate the value of these meetings. One of them said, "We are all a good deal like knives. When a knife gets dull it needs a grindstone to sharpen it up. These meetings are our grindstones. When we get dull and think we can't cut a bit farther, a meeting of this kind shows us how to keep on carving out orders. It puts an edge on us again. That is the reason I am in favor of meetings."

I want to mention here a very interesting thing with reference to these meetings that occurred many years after we took the above trip.

In December, 1910, I was attending a meeting of the One Hundred Point Club, at Dayton, Ohio, and there I met a gentleman who in 1893 was located at Omaha, Neb. He stopped me in the hall in front of the president of the company, and said, "Mr. Patterson and Mr. Gibbs, I have waited a good many years to say something to you. It is this:

"In 1893, when you visited the city of Omaha, you examined me

to see what I knew about selling cash registers. When you got through, Mr. Gibbs said, 'In all of our experience we have never listened to a man who knew less about his business than you do, and we strongly advise you to go into something else, because we do not think you will ever make good as a cash register salesman.'

"Naturally, I resented that remark, and when I got home that night I sat down and thought it over. Now, I said to myself, 'these two gentlemen have come all the way from Dayton, Ohio, to see what we know about selling cash registers. They have said that I know nothing whatever about it. Who is right? If I am right, then I should be selling a good many cash registers. I know that I am not. If they are right, then I must either get out of the cash register business, or correct those faults that must be so very glaring.' I made up my mind at that moment to study and succeed. I said to myself, 'If I were a good salesman, their interest would be such as to want them to retain me. I must be a pretty poor salesman, or they would not suggest that I leave the company.' Now, gentlemen, it is needless to say that I did not leave the company, for here I am to-day in December, 1910, as one of your 100-point salesmen, and as a matter of fact, I have been successful from that day way back in 1893 up to the present time, and it is with great pleasure, that I say to you, and with pardonable modesty also, that I am one of the leaders in the ranks of cash register salesmen."

Here are some of the comments made by Mr. Patterson in the house organ of the company in the issue that came out just after we returned from this lengthy trip: "Half of the salesmen that we met would prevent a man from buying, even if he felt so inclined. As Mr. Gibbs and I proceeded on our trip, I was amazed and chagrined at the incompetency of so many of our men. At one or two places we found some ability, but it was a scarce article.

"I was surprised to find how many of our salesmen happened

to be sick just the day we arrived in their city. It was a most singular occurrence that they should have been sick the night before, or had been up until twelve o'clock or one o'clock selling cash registers, and that that was the only morning they had been late for weeks past.

"If many of our salesmen would do less drinking and smoking and save their energy for making sales, they would make a great deal more money. I find that many men are greatly hindered in their results from their bad habits: too much smoking, too much drinking, and lack of everyday bathing. We cannot afford to have our territories occupied by sick men. The health of the salesmen we have met has not been first-class and they could not do the work expected of them.

"Some men think it is necessary to drink about five drinks of whisky a day. This affects a man physically and mentally and throws his stomach into such a condition that it makes him feel miserable. I know that to stop smoking is a very hard thing to do, but to will to stop it is not sufficient. The action must follow the thought.

"Many salesmen, too, are not neat in their appearance. They shave only two or three times a week, when they should shave every day. Their collars and cuffs are worn more than once, their shoes not blackened, and their whole appearance untidy.

"When Mr. Gibbs and I started on our trip we intended to go rapidly from one office to another and spend but little time in each office. We found, however, such a condition of affairs in many of the offices that we were compelled to stay a day, and sometimes two days, in some of them to straighten things up.

"We found nothing but excuses on this trip. Excuses for not doing what we requested, excuses for not selling the goods, excuses for not keeping the show windows and offices in fine shape, excuses for not having the men come to the offices early in the morning, excuses for not sending out advertising matter, for smoking in of-

fices, for the state of the weather; excuses if it was too hot, excuses if it was too dry—nothing but excuses.

"It seems to me that our men are continually trying to find excuses for their work, instead of using their energies to increase the business. It is astonishing what excuses an agent can get up for not attending to his work. If there were fewer excuses and more hustling, our factories would have to run overtime."

The above trip was only one out of many that were made during that year. I have before me a schedule of a trip that lasted from about the first of March until the middle of June. While these trips convinced the company that there was great need for further education of the salesmen, it was not until the World's Fair, at Chicago, however, that any serious thought was given to the establishment of a school for training.

(To be continued)

PUBLISHER HELD RESPONSIBLE FOR RUNNING FRAUDULENT AD

The United States Grand Jury in Baltimore, June 5, indicted General Felix Agnus, publisher of the *Baltimore American*, and James W. Stoddard, business manager, on a charge of aiding and abetting Robert Warren, alias Nellie Lansing, in a scheme to defraud by publishing an advertisement in that newspaper. Bail was fixed at \$500 for each of the accused.

The investigation which led to the arrest of Warren was started by advertisements in the *American*. For some time he had been advertising a cure for all the sorrows of disappointed love. He claimed that concentration of thought upon the object of one's affections was sufficient to awaken a response in the loved one. For 10 cents he promised to communicate the secret of winning affection in this way.

While the authorities were investigating, Warren fled, but was caught and brought back. He pleaded guilty and was sentenced.

The New York *Times* will celebrate its sixtieth anniversary on September 18. Advertisements in the anniversary section will be limited to those firms and institutions which have been in existence at least sixty years. The *Times* has printed a list of 1100 such firms in the city which are eligible.

The St. Paul Commercial Club would like to see the 1912 convention of the Associated Advertising Clubs of America held in that city.

This is a fact—not merely an advertising headline.

And being a fact it should make an impression on every advertiser.

Probably your product is comprehended between the values of 10c and \$2,000.00. Certainly a publication that can sell \$2,000.00 traction engines can sell anything that is ordinarily advertised to farmers.

But—the answer is easy—

It's simply because *The Farmer* goes to 140,000 progressive, progressive farmers. Men whose wealth has been won largely through what they learned from *The Farmer* and through the teachings of the wonderfully able staff of editors on *The Farmer*.

An advertisement in their home paper—the paper that helped them to be what they are—appeals to them with a dozen times the force that it would in any other publication.

It would be a pleasure for us to send to any advertiser who will ask for it, detailed information about results that have been achieved in his own line of business.

The Farmer carries few kinds of business news about which we cannot tell you something interesting.

Chicago Office
GEO. W. HERBERT, Manager
600-1 First Nat. Bank Bldg.

THE FARMER
A Journal of Agriculture
WEBB PUBLISHING COMPANY
Publishers
ST. PAUL, MINN.

Write us for any information—or ask your agency to investigate.

The Farmer's ability to overlook the rich trade possibilities of the Northwest—and you cannot possibly cover the Northwest—effectively—without *The Farmer*.

New York Office
W. C. RICHARDSON, Inc., Manager
41 Park Row

SYMPOSIUM: WHO SHOULD BE AN ADVERTISING MAN

VIEWS OF PROMINENT AD MEN IN ANSWER TO DIRECT QUESTIONS DESIGNED TO DRAW THEIR FIRE—A BANQUET BY CORRESPONDENCE, ALL SPEECHES AND NO VICTUALS, BUT COMMENTS BY THE TOASTMASTER

By Sonneborn.

Everybody in the advertising world is taxing himself to get nearer a satisfying answer to the question: What is advertising? Those studious only to a degree are summing up by applying terms as extraordinary as they are all-embracing, for instance: The human science, Business Sense raised to the highest power; others in their fastidious choice of language speak of the realm and province of advertising.

It was with a view to enlist the good offices of representative advertising men that a set of questions, as printed below, was sent out. It was hoped that men with the delicate insight and gift of penetration, by the subtleness of their interpretation would deftly analyze the complex for the benefit of those only superficially acquainted with the subject. If it turns out that behind the words are thoughts which will give power to other investigators—and we all are—then, thanks to those who symposed, a step forward will have been taken.

Following is a copy of the letter which was sent out:

DEAR SIR:

Inasmuch as you are known to hold worth-while views on all matters pertaining to advertising, will you favor me with an opinion, in just a few brief words, in the interest of getting together a representative symposium? Eminent men in opposing camps are contributing to this country-wide controversy, promising to wax red-hot this summer.

Does the province of advertising offer a field to the hard-headed business man alone?

Is the man barred who has not the trader's instinct, who cannot get down to the ruck of bartering? Is the mere "writer" unfitted to hold a post of commanding usefulness?

Or does the artistic temperament more than offset the much-vaunted trading spirit? And the force of suggestion, the power of penetration, and knowing how, when and where to draw

on that borderland between the real and the unreal—do we properly estimate the value of these?

Is mere adwriting, as an independent occupation—aloof from all other things but writing—possible?

Should advertising be kept out of the college? (Elbert Hubbard says yes.)

Following are some of the replies elicited:

DEAR SONNE: Yes, advertising should be kept out of the colleges. Common sense has been kept out of them—why not advertising?

If you would let in advertising she would die of heart-hunger. Advertising must be churning with Ideas, or she pines, fades and perishes. Give her the company of Ideas and she wears a Berthe May corset and a smile. Love and blessings. ELBERT HUBBARD.

The Fra is not seriously trying to prove a negative, though his humor provides an effective key to his position, down to an exact nicety.

Arthur Brisbane's extreme polish and precision of style results in a laconic reply. He says:

Good advertising is the truth, and all truthtelling is important.

To which we hear as echo the still small voice of the spirit of Rowell: Important, if true.

A sudden vivid light is shed over this page by Manly M. Gil-lam's epigram:

No better advertising can be written than the enthusiastic belief a "hard-headed" business man will inspire.

Smooth sentences, graceful turns of language—what might be called "elegant writing"—is by no means sure to be good advertising; it is more likely not to be.

The professional writer is apt to be a poor advertisement builder. Too wordy, too superficial, too much of sound instead of sense.

I do not believe that strong, effective advertising can be done from the surface. The man or woman who writes well of any business feels its pulse beat, knows its hopes and fears, its failures and successes.

An advertising course in a college is something of an absurdity. What do the teachers know? Blind dreamers leading the careless—as a rule.

The man or woman, in college or out of it, who burns to be an advertiser can be one. But unless there is red-hot resolve, enthusiasm and earnestness nothing great can happen. Where there are those qualities nothing can prevent something great from happening.

A writer without horse sense had better stick to stories and make his failure there. He won't be conspicuous in the crowd.

And here's bully good stuff from a young man who speaks

A Small Advertising Agency vs. The Large Advertising Agencies

Advertisers have heard so much about the large Copy Staffs and the expensive Council Boards of large agencies that a frank discussion of the actual value of these features to the advertiser is timely.

As a matter of fact the Large Agency theory sounds well, but in practice does not always work out.

The men in our organization have had considerable experience in placing business through Advertising Agencies and their experience has always been that they received better service through small agencies. The objection is often made however, that small agencies are far from being on a sound financial basis, but The J O Ball Advertising Company has ample financial backing.

We do not tell you that we can double your sales in a few weeks. We have successful records as Sales Managers, Advertising Managers and General Managers in various lines of business and we have had men tell us those stories. We know advertising and selling from the advertiser's side. We know what the advertiser wants for the best possible reason, because we have been the advertiser.

Without exception, the men connected with us are men with advertising and selling experience in general lines of business. It is on this basis that we are able to give intelligent service to our clients.

Why not place your account where you will receive conscientious work from experienced men?

The J O Ball Advertising Company
68 West Washington Street Chicago

from the fullness of his heart,
Harrison M. Parker:

You will never find any two people to agree on what advertising is and what it should be.

My own understanding of the business is, it is no place for little children. The only successful advertising man, according to my opinion is essentially a successful business man.

The writer and scholar has no more place in the advertising business, except as a clerk, than he would have in a boiler shop.

The business man has got to see the point that has to be advertised. When he sees the point, then he has got to direct the literary man to write about that point in a way that the business man will know will appeal to the buying public.

The old Spartan ideal as a governing principle is exemplified most praiseworthy by the acknowledged exponent of the negative of the question: Should advertising be kept out of the colleges? In contributing, John Lee Mahin writes forcefully:

In my judgment, the term advertising and all that it covers is comprehended in the term salesmanship.

Salesmanship is the influencing of the human mind so that the seller determines the action of the buyer. Advertising is the making use of organized methods and institutional forms of procedure to broaden the scope of salesmanship.

The "hard-headed" business man and the writer alone are thus included, both separately and in close relationship with each other, under the one statement.

Ad-writing is, to my mind, an independent occupation in that it deserves the concentration of the adwriter's entire time and ability; and, at the same time, it is one of the most interdependent positions that a man can possibly hold.

The successful adwriter depends both on his principal and on those whom he seeks to influence for a basis on which to work.

The study of the underlying principles of salesmanship and advertising certainly belongs in the colleges, and this fact is being recognized by the most progressive educators. Many men who have the skill of writing convincing English literature are surprised to find that they are really effective salesmen.

The fact that some writers think they cannot become good salesmen is due to the mistaken notion that bartering (or trading) is an essential feature in salesmanship. A man who can state things so convincingly that no basis for controversy is left for the other side, does not need to do much in the way of bartering.

One of the stalwarts—midway between the standpatters and the dearly beloved insurgents—gives

vent to his "opine" in a few gasps, but it almost listens like an attempt to laugh out in some holy place. We refer to E. R. Blaine of Zinzi and "efferyvarts," and here is his spasm:

Briefly, in my opinion, the profession of advertising ought to appeal to the "hard-headed" man alone. I thoroughly agree with Bert Moses—whose article in PRINTERS' INK, issue of May 25, I read with greatest interest—that advertising should be kept out of the colleges. There may be a place for the "literary feller," but I should regard him in advertising much as merchant does a side line. (Wow!)

Jefferson Thomas, who at first replied that "when a form of expression has been solved that will permit the average man (?) to satisfactorily answer yes or no to the famous gag: 'Have you ceased beating your wife?' I will consider it possible to answer categorically," finally was persuaded to give up his views, and this is what Jeff Thomas says:

I believe that the study of "The Science of Salesmanship" in the average college would have a lot more value to the average student than the time he devotes to the study of "dead ones."

The average college man who studied advertising would have to have most of what he has learned knocked out of him in practical experience, just as he has got to get rid of much of what he has learned about law or medicine when he takes up the practice of either of these professions.

Just the same the doctor or lawyer is the better off for having studied the science that he proposes to practice. The college man who pursues a business career would be correspondingly better off, I believe, if his college course included "the science of salesmanship." Sounds like a cinch.

George Hough Perry, who is not above coining a word if it serves his turn, and for certain French words has a fondness hardly warranted under the self-denying ordinance of the purist defends the negative of "the college question." And this is how George does it:

I can't answer your questionnaire as explicitly as I would like to, because so much depends on individual temperament and qualifications. But, speaking broadly, I cannot conceive of any advertising writer who would not be the better writer for having had an academic training.

The advertising-selling business needs more college-trained men and women. Most certainly I do believe that it offers a field—and a rich field—for the properly trained literary man.

Among other strong convictions, I

hold these two: First, that there never was a writer who was too good for advertising-selling work; second, that advertising and selling should never be considered separately. They are two beats of the same heart; you must not treat them as distinct functions. I am so rabid on this point that I seldom even speak of them separately.

Therefore, the writer must either be a business man as well, or he must work in association with a business man. The latter combination is common. When it exists, the writer-half cannot be too well trained, or too *truly* literary. Of course, I don't mean pedantic or flowery or classical. Those are the fault's that the true literary training would teach him to avoid. The very reason why some *soi-disant* literary men have failed in advertising is not because they have had too much training, but because they have had too little. They have had enough to be grammatical and fluent, but not enough to be accurate and simple. And they never learned to "feel" their audiences, and write for *them*, instead of for themselves.

An academic training in literature is just as valuable for the prospective advertising-selling man as a training in art and classic design is valuable for the architect.

This business does need more trained literary men? But they must not try to "go it alone."

After reading George Perry's comprehensive analysis, we are reminded that quite a number of our would-be contributors are away helping that other George being coronated, so that the heavy thunder in this symposium may not be heard till they return, that is, if they ever can come back.

From the pure atmosphere of a clean New England town is wafted a delightful essaylet, its author being none less than Lewis Kingman. Here follows his creed:

It is my belief that the successful "advertising" man of the future will be he who can successfully link the sales and publicity ends of a business.

The term "advertising" is a misnomer—it means nothing more nor less than selling.

I believe that "adwriting" will become less and less a separate and distinct vocation as time goes on. No matter how clever your printed advertising may be, if your sales plan does not fit, then sooner or later it's you for a housecleaning.

Cicero was a wonderful orator, yet the people did as plain-spoken Caesar told them to, because they knew Caesar would get results, while Cicero orated.

The field is open to all, but I'd give more for the man who can size up his business, shake down the machinery, get every gear and cam working smoothly, noiselessly, than I would for the best ad school or word expert that ever indulged in linguistic pyrotechnics.

The first man is practical—he gets his machinery in working order, then sees that lubrication in the shape of publicity is used in good quantity; the second man is superficial—it is his idea that a bunch of language will sell anything from crackers to coffins.

By all means include advertising in college courses. The more light, even if it is rather slim and sputtering, the better.

Time searches all things—water seeks its own level. Let us have these college courses and medals and psychological discussions—when the experts stack up against actual business conditions, the resulting shock will not be quite so severe.

Frank Presbrey writes:

Replying to yours categorically: First, I do not believe that advertising affords a field of activity for the "hard-headed" business man alone, and I do not think that the mere professional adviser, who has no sense of salesmanship, is worth his salt.

Second: Adwriting as an independent occupation, independent of the business end, is just about as valuable as an astronomer would be who didn't have a telescope.

Third: I do not agree with Bert Moses—that advertising should be kept out of the colleges. I think the more it can be discussed as an academic question, the better.

Fourth: I think it all depends on the individual. Some young college fellows whom I have had in the office would never make advertising men in a thousand years, and others take to it as naturally as a duck takes to water.

One of the spiciest letters received is from S. C. Dobbs, but as there are passages in this communication that refer to another matter, it can only be given in part, viz:

I don't agree with Mr. Bert Moses that advertising should be kept out of the colleges. The educational work of the A. A. C. of A. has been the most notable work that this organization has done. We make men do better by making them better, and you can only make men think along right lines and high lines by educating them up to it.

Advertising offers opportunities, not only to the "hard-headed" business man, but to the literary man as well. It offers nothing to that type of man who feels that he knows it all, and that the advertising student can offer him nothing. However, put the heads of the two together and let them work honestly together—I mean by that, honest with each other—the sum total of their efforts will be worth while.

Frankly, I cannot write copy. I do know the business I am engaged in. I have no patience with that man who says that he has devoted his entire life to a particular kind of business and knows nothing about it. He is a fool or a knave. I put my knowledge of the business I am engaged in alongside of the attainments and ability of the "literary fellow," as you term him, and

he gives me words and I add these to my knowledge, and the result is, where you see an arrow you think of Coca Cola, and by the beard of the great prophet, it's the largest business of its kind in the world—and without competition.

Mr. L. R. Green is found in the ranks of those who believe advertising ought to form a part of the college curriculum. In his work on the Lexow Committee of the Advertising Managers' Association, he displayed a very intelligent consciousness of the seriousness of the issues involved, and though he was not as much in the spotlight as George Metzger, who sidesteps the symposium for want of time, he performed it creditably. The following is quoted from the paper of Mr. Greene, advertising manager of the Sherwin-Williams Company, of Cleveland:

Unquestionably, to my mind, advertising does offer opportunity to those other than the hard-headed business man. I don't know what you mean exactly by a "hard-headed" business man. (It was subsequently explained to Mr. Greene that the term "hard-headed" was used in contradistinction to mushy-headed.) But according to my definition, usually that kind of a fellow is not a good advertiser. It requires a man of some imagination; and while he should unquestionably be a good business man, he doesn't want to be too "hard-headed." Certainly I believe there is a splendid field in advertising for the clever writer. He may not necessarily be a good business man himself, but can co-operate with the business man who will take care of the practical end of it, and have it dressed up and presented in good shape through literary and imaginative powers of the clever writer.

It is quite possible to my mind for a man to devote all his time and attention to adwriting and be extremely successful, and do the kind of work that is a good investment for any business that will stand advertising.

No, indeed, I would like to see advertising get into the colleges. There is a great deal of technical knowledge that a well-equipped advertising man must have. To-day it is pretty hard to get hold of this knowledge, and I will welcome the day myself when the colleges are prepared to help the young man who wants to take up advertising.

The literary man who can't do anything but follow the crowd, will probably never make a good advertising writer. The adwriter's literary talent must surely be combined with some commercial instinct, or how can he appreciate just the kind of things that are going to appeal to the buying public, and so tell them an interesting story?

Copying the policy of vaude-

ville managers, I have reserved one of the headliners until the last. The views which Leroy Fairman makes known, to quote one of his own expressions, do come very near "approximating correctness." He draws a parallel between the advertising man and the lawyer, and the analogy is well taken, and as it will be more interesting to hear Leroy Fairman than Sonneborn, the decks are cleared for Leroy.

As to whether it is possible that a man may be an adwriter, pure and simple, and he both useful and successful, I am a living monument of proof that he may. As a free-lance writer, more or less pure, and admittedly simple, my work sold goods, satisfied my customers, and brought me an income much larger than those of most of the men who are sure it can't be done.

A successful writer of advertising, need not be a business man or a trader. But he must be something more than a mere writer. He must have the ability and the willingness to dig deep into a proposition until he has laid bare its very soul. He must be an accurate judge of the marketability and advertisability of a commodity. He must know, beyond doubt or question, just what features of a product will appeal most strongly to the public, the class of people to whom it should be advertised, and the method by which that class may be most directly approached and surely convinced.

All this has little kinship with the trading spirit, as you call it. Rather is it closely allied to the character of ability shown by the successful lawyer with his tireless search for evidence and his masterful presentation thereof to the judge or jury.

As to your last question, advertising should be taught in colleges, in my opinion, but not until there are authoritative text-books and skilled teachers available. There are none now.

Among the most hopeful signs in turning up the mysteries of advertising are tokens showing better intellectuality and a higher standard of thought. Whether you agree with Thomas Dreier or no, you cannot help giving a little much needed exercise to your thinking apparatus by reason of what he says. This from Tom:

How in the name of the nine gods and the seven hills of Rome is any man to succeed in any line in any country unless he be an advertiser? And how is he to succeed conspicuously unless he knows the fundamental laws which underlie the science which causes his neighbors to have confidence in him, his proposition, his goods, his anything else?

We make the mistake too often, I am thinking, that the man who achieves

Can you name offhand all the daily newspapers in Boston?

A WAGER was recently made with a well-known advertising agency man who handles several hundred thousand dollars worth of national advertising a year, to the effect that he couldn't name offhand all the daily newspapers published in Boston.

He took the bit bravely but stumbled and fell, and omitted two of them.

The question in point was this: Perhaps 95 out of 100 advertising men who are in a position to place national advertising in the Boston papers could not have done any better. If such is their meager impression of the mere names of the papers, how little must they know of the actual merits of those papers as advertising mediums.

Of course the point would be the same in making up a list of New York, Chicago, Philadelphia, Pittsburgh, or Kalamazoo newspapers.

The fact is that advertising men, publishers, and others often keep so close to their own business that they hear and think of nothing else, and fondly imagine that their proposition is more conspicuous than it really is.

If you think that everybody knows the important facts concerning your proposition, just ask the next ten people you meet outside of your own business some easy questions about it, and see what you learn.

First of all tell the **advertising men** all about your proposition, so they will know something more than the name of it.

This may be done in no other way so effectively as through the advertising columns of Printers' Ink.

Are we right?

Suppose you begin with our Anniversary Number, July 20th. First forms close July 12th. Wire reservation, collect.

PRINTERS' INK PUBLISHING COMPANY

Twelve West Thirty-first Street, New York

Chicago Boston St. Louis Atlanta Philadelphia Toronto Montreal

conspicuous success in advertising automobiles will also succeed in advertising breakfast foods or jewelry, books or bananas, beans or bushwa.

The field of advertising is catholic. It includes all and is universal. No man is fitted for successful achievement in all its departments. Therefore, a student-writer may succeed in a masterly manner where the rough-and-tumble, coldly practical, matter-of-fact advertisement writer might fail.

Keep advertising out of our colleges? *Nevaire!* They need it. Also put some real ad men into them.

Here are a few kind words from St. Elmo Massengale, a representative of the New South:

Does the province of advertising offer a field to the hard-headed business man alone?—I should say no. It offers a field to writers of ability, artists of ability. The majority of people that excel in these lines have no business ability—that is, in the sense of executive ability—whatever.

You ask if a man is barred who has not the trader's instinct. I say no. You also ask if the "mere writer" is unfit to hold a position of commanding usefulness. By all means, no. I could cite a number of instances. One which comes to my mind is a high-priced advertiser, perhaps one of the best of his kind in the country. But he has very little business ability, which is evidenced by the fact that he has no money of his own.

I don't agree with Fra Elbertus that advertising should be kept out of the colleges.

ELMER CLARKE BUYS A PAPER

Elmer E. Clarke, former business manager of the New Orleans *Item*, recently acquired and will manage the *Arkansas Democrat*, of Little Rock.

Mr. Clarke's business associates on the *Item* got together June 13 and took him by surprise with a testimonial of appreciation. A solid silver luncheon set done in repoussé was given him. The presentation speech was made by James M. Thomson, publisher of the *Item*.

Mr. Clarke responded feelingly.

Marshall Ballard, managing editor of the *Item*, William Fredericks and others made commendatory speeches.

The Federal Sign System, of New York and Chicago, builder of electric and other signs, reports for the fiscal year ended March 25, 1911, as follows: gross earnings, \$663,099; expenses, \$557,835; net earnings, \$105,264; reserves, \$12,754; dividends paid, \$30,774; surplus, \$61,735.

The Garment Advertising Company has been incorporated in New York with a capital of \$10,000, to do a business of general advertising, by Norman Klein, 156 Fifth avenue; Ernest V. Parshall, 156 Fifth avenue; J. E. R. Kunzmann, 5 Nassau street.

PRINTERS' INK

BRITT REASSURES PUBLISHERS

Voicing Administration views as to how the Post-Office Department should be run, James J. Britt, Third Assistant Postmaster-General, told the delegates to the International Circulation Managers' Association, in session in Chicago, June 14, that "no honest publisher has anything to fear at the hands of the Post-Office Department." "But," he added, "no dishonest publisher has anything to hope for."

Regarding efforts to eliminate the annual Post-Office deficit, Mr. Britt declared that "the ledgers of the department at no time should show either a deficit or a surplus, the entire service being administered on a self-sustaining basis." A proper equalization of postal rates, he said, would easily make it possible to reduce letter postage from two cents to one cent an ounce.

"The payment of fully 84 cents per pound on letters, caused by the payment of two cents an ounce on under-weight pieces," said Mr. Britt, "gives a profit which is applied to the deficit caused by deficient rates on other mail matter."

The convention opened the preceding day with 200 delegates present. President Harry E. First, of the Cincinnati *Enquirer*, presided. Miss Louise Teller Stuart, of the Houston *Chronicle*, was the sole woman delegate.

Those who read papers on the 13th were H. V. Bomar, of the Louisville *Times*; J. W. Majers, of the Baltimore *Sun*; John T. Tolier, of the Atlanta *Constitution*; J. M. Schmidt, of the Indianapolis *News*; Ralph N. Decker, of the London (Ont.) *Advertiser*; E. M. McCloskey, of the Boston *American*; Daniel Nicholl, of the New York *Evening Mail*, and E. A. Norton, of the Jamestown (N. Y.) *Post*.

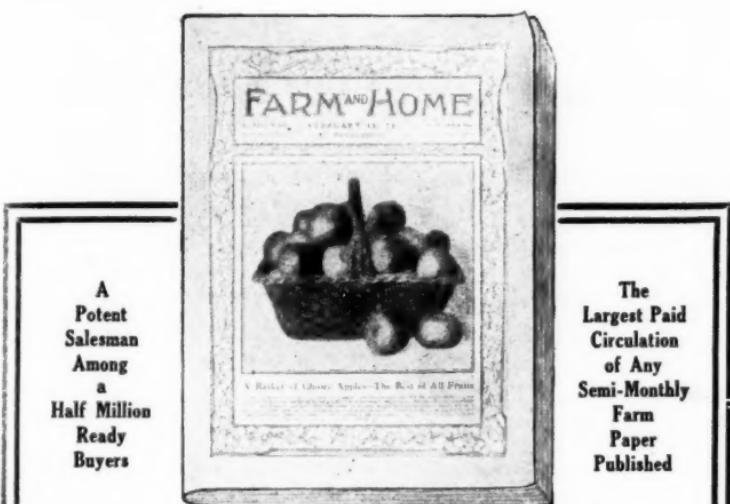
Other speakers were W. J. Harrison, Seattle *Post-Intelligence*; J. A. McRennan, New York *World*; Joseph Weimer, Cleveland *Leader*; E. S. Dobson, Detroit *News-Tribune*; John F. Kelly, New York *Review*; Frank E. Frugone, *Bollettino della Sera*, New York, and Thomas Downey, Boston *Globe*.

RETIRES TO HIS ESTATE

Max Jägerhuber, the founder of *Dry Goods*, president and treasurer of the Toilette Fashion Company, and formerly one of the owners of the *Dry Goods Economist*, has sold out his entire interest and retires to his estate, "Gray Nest," at Harriman, near Tuxedo, N. Y. Mr. Jägerhuber was brought up in daily newspaper work. Carl Schurz, in St. Louis, was his first educator, and Joseph Pulitzer commenced at the same time. In 1876 he came East and was attached to the *New York Herald* until in 1887 he took up class journalism.

MYGATT WITH "COLLIER'S"

Gerald Mygatt, formerly on the staff of the New York *Evening Sun*, has been appointed assistant to Stuart Benson in the publicity and service department of *Collier's*.



A
Potent
Salesman
Among
a
Half Million
Ready
Buyers

The
Largest Paid
Circulation
of Any
Semi-Monthly
Farm
Paper
Published

FARM AND HOME

TRADE MARK REGISTERED

the leading national semi-monthly farm paper, covers the country from coast to coast and from the lakes to the gulf, reaching the homes of over 500,000 prosperous farmers, all alive to the merits of advertised goods.

Farm and Home has just passed its thirtieth year. During all these years it has been, as it is today, the recognized champion of the farmers' rights and edited in their interests. Its growth to one-half million circulation has not been of the mushroom kind, but on its merits. The farmer who once subscribes to Farm and Home invariably renews. This is *quality circulation*. The best known advertisers have proved the value and selling force of FARM AND HOME'S

500,000 Circulation

It is the very able staff of writers, comprising the best agricultural authorities obtainable, that makes Farm and Home's editorial organization renowned as the most authoritative of any farm paper in the country. They know how to do the things they write about. They write so clearly and convincingly that our readers are compelled to put their teachings into practice. This is one of the reasons for its being so good an advertising medium.

Address our nearest office for sample copies and for the Farm and Home Promotion Book, "Whatever Has Been Attained Is Attainable." It will be of interest to any advertiser desirous of cultivating the farmer's trade.

THE PHELPS PUBLISHING COMPANY

1209 Peoples Gas Building, Chicago 335 Palace Building, Minneapolis
315 Fourth Avenue, New York 1-57 Worthington St., Springfield, Mass.

Dealer-Consumer Circulation

In our "Trade Paper Campaign" we are advertising our advertisers to retail dealers in fourteen trade papers, as follows:

Iron Age Hardware, House Furnishing Review, Hardware Dealers Magazine, Pharmaceutical Era, American Druggist, Dry Goods, Dry Goods Economist, Merchants and Manufacturers Journal, American Grocer, Grocery World and General Merchant, Modern Grocer, New England Grocer and Tradesman, Jewelers' Circular, and Music Trades—in all, reaching 150,000 dealers.

The retail merchant knows that Good Housekeeping Magazine is the woman's *trade paper of the home*. He knows that we guarantee our advertisements. He also knows that if he reads what the woman of the home reads, he will know before hand what she will want to buy.

Therefore, he reads the advertisements in Good Housekeeping Magazine.

The publication which reaches the dealer and consumer in the same circulation is giving the manufacturer extra-plus service.

GOOD HOUSEKEEPING MAGAZINE

BOSTON

NEW YORK

CHICAGO

The largest class publication in any field

THE INS AND OUTS OF SAMPLING

HOW CIGARETTE MISSIONARIES INVADE BUSINESS BUILDINGS AND HOTELS—ADVANTAGES OF LAVISH EXPENDITURE—GOOD WILL OF SUPREME IMPORTANCE

By Charles W. Hurd.

V.

"Ten years ago," a leading tobacco manufacturer told PRINTERS' INK, "our business was ninety per cent personal salesmanship and ten per cent missionary work. To-day it is ten per cent salesmanship and ninety per cent missionary work. Ten years from now, I believe, it is going to be all *missionary work*. And this is substantially true of the whole tobacco trade."

By missionary work the manufacturer meant advertising *and sampling*. He is a manufacturer of cigarettes, but he is also interested in the other lines of tobacco.

As a straw showing the drift of merchandising practice, his opinion is worth thinking over, because the tobacco trade—the trust and its allies and competitors—whatever their faults, undoubtedly have been pacemakers in the commercial world. They have not let many ideas slip by. They have tried and tested and experimented all the time. Tradition has cut no figure with them, and abundance of capital has never smothered enterprise.

As a trade, they are miles ahead of most other lines in their application of intelligence to the solution of selling problems, and many of their solutions are only just now coming into use in other lines.

They have, perhaps, as has been charged, some spiritual limitations, and it may be one of the fine little ironies of life that they have discovered before some other businesses which might lay claim to a higher ethical tone that the true pathway to power and profits lies through the field of *service* and *good will*, for when it is boiled down, that is what missionary work means. But, at

any rate, they have found it, and there's a world of suggestion in the discovery.

The trade as a whole is a strong believer in advertising. The publicity devices of the Trust alone run up into high figures, and the Independents are not far behind, considering their resources.

"When I was soliciting the account of the Trust a few years ago," said a New York advertising agent, "I thought I would be doing very well to get a fair slice of the \$250,000 or \$300,000 which I believed them to be spending on publicity. When I found that they were actually spending over \$12,000,000 a year, outside of selling expenses, I nearly dropped dead.

"This money was going for samples and premiums, together with the salaries and expenses of the sampling organization, as well as for billboard, newspaper, magazine and other forms of advertising, and it seemed to me so criminal a waste of money that I could hardly sleep for conjuring up the ways in which a quarter of that amount would blanket the whole country and stifle the shadow of a squeal of opposition.

"I was never able to convince them to that effect, however, and while I am of the same opinion still, namely, that they could profitably spend a great deal more than they do on black-and-white publicity, I nevertheless entertain a very profound respect for their business judgment. They have felt their way along very carefully and made mighty few mistakes."

It is hard to tell whether the Trust is spending as much as it was half a dozen years ago, or more. I am told on very good authority that two important departments of the Trust together sampled more than one and one-half million dollars' worth of tobacco last year, and this does not include the cost of the sampling organization. The amount is probably more rather than less.

It is not likely that the Trust and its competitors have plunged into this line of merchandising

without considering it in all its bearings. The conditions in the tobacco trade are not such as to favor any uneconomical practices. They are so sternly competitive, indeed, that manufacturers have long since found it impossible to wait for the consumer to go to the retailer or for the retailer to influence the consumer. They have had to go out and drive the customers in, for if they did not their competitors would. It was expensive work, but not nearly so expensive as to *lose the business.*

"President Duke of the American Tobacco Company, was the first man to grasp the significance of sampling tobacco and cigarettes," said an officer of one of the allied companies. "Duke figured that all factory production, all advertising, all salesmanship—all business, in short—exists for just one thing, i.e., to get the product *into the hands of the consumer.*

"And he figured that if the product was good, it would keep the big advantage it would win over every other product that waited to be called for.

"The sampling method is ideal, there is no question about that, and the only question there ever is, is as to whether you can afford it. Well, in our business we have found that we cannot afford not to do it. All business is tending that way, in my opinion."

Most of the large cigarette manufacturers maintain missionary organizations. Many of the missionaries are men of good selling caliber. Some of them are paid very good salaries. These are the men who have to deal with big men in the business world. Probably the cost of the sampling organization would not be far from that of a selling organization of equal size.

Why not make them salesmen, then, and get direct results, may be asked. There's a reason.

"When we sample," the manufacturer explained, "we give something away for which consumers ordinarily have to pay. Apparently asking a favor, we grant one, and the man who accepts a box

knows it. He places himself under obligation to us—that is the truth of it, though we exercise every care not to convey the impression; we want it to sink in gradually.

"So we reach the customers under the most favorable conditions. We never could get so close to them if we tried to sell them. The people would not stand for it. Salesmen who pursued customers into their offices and hotels would become unmitigated nuisances, and that is the last way in which we want them to be regarded.

"On the other hand, it is comparatively easy to sample. The care, in fact, has to be altogether on our side. We have to look out that the sampler does not give away too many samples, or give them away foolishly.

"It is not enough to hand them out—a boy could do that. The purpose is to *get the story over* with the sample. We want to infect the prospect with our enthusiasm—make him appreciate our reasons why he should smoke *our* cigarettes, and not another's. We try to make him see it as an important thing for him. We dwell on the quality of the tobacco, its origin and history, blend, etc., the hygienic conditions under which it is made, and if it is a high-grade cigarette, the men who actually smoke it.

"We tell the smoker, in short, more about a cigarette in two or three minutes than he has heard before in his whole life, and when this story is followed up by the tactful presentation of a box of cigarettes, given with the compliments of the manufacturer, he would be a little more than human if he did not take an interest, and ventilate his new information upon his friends. He's committed, then; he will back up his opinions by buying these cigarettes, and will end, if he really did not begin, by preferring them."

"Another reason why sampling is ideal for some of us is that it is expensive—not relatively, but actually so. It crowds what would otherwise be the expense

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of a whole year into a few weeks. It is intensified campaigning. The expense of it, therefore, kills off some of the competition. It takes a long purse and a good deal of courage, but it is absolutely certain in the long run—as conditions are now—because you really reach the consumer with your goods."

Sampling of this sort is expensive. It is too expensive to use all the time. It is generally used to introduce a new brand or to kill off some other new brand which a competitor has introduced.

This sampling is also always supported by lavish window displays, generous newspaper and billboard advertising, with magazine to follow, to prepare or keep alive the interest, as well as to develop points that cannot be made in any other way.

A good deal of care goes into the building up of the missionary crews. The organization is generally on the military plan. Each crew has a supervisor and all of the supervisors report to a division head.

The men are carefully coached in story and method. They must be easy-mannered and tactful, and certainly well-dressed. Some are college men; some belong to fraternal organizations, and wear their pins and buttons. Those who work in the financial district are exceptionally well paid and are treated like high-grade salesmen. For such men, twenty calls a day, where they give a four or five-minutes' talk at each place is the limit: the artistic temperament of the sampler must not be impaired by mere physical labor. Men of this sort make acquaintances among the men they call on and often get cards from them to their friends.

"My men frequently receive favors from the smokers they approach," said the official, "that few salesmen could get on a five-minute acquaintance. I have more than once had men open wine for me in a hotel when I approached them with a complimentary box of cigarettes. And I felt it necessary to open wine for them in return because my

Summer Circulation

A rising thermometer is generally the signal for a drop in circulation.

Not so with The Ladies' World.

The press run figures given below tell a unique story:

May, 613,000—*sold out.*
June, 627,000—*sold out.*
July, 635,000.

The Ladies' World will go into the Autumn months with a circulation tens of thousands in excess of our rebate-backed guarantee of 600,000 copies per issue. 95% paid.

THE
LADIES WORLD
NEW YORK

object was to impress them and put them under obligation."

Samplers of cheaper cigarettes distribute as many as fifty or sixty packs a day each. The work of all the men is closely watched and checked. Orders from the neighborhood tobacco stores are noted, and statistical tables kept which are constantly consulted for the purpose of directing the campaign.

Cigarettes are not the only form in which tobacco is sampled. Chewing tobacco is a good subject also. The sampling is done differently now from the way it was done in the old days. Then samplers used to drive a wagon down the main street of a town and throw out samples left and right. This created talk and excitement and for a long time passed for good advertising, but the waste in it was after a time discovered and competition compelled more subtle methods.

The practice finally settled down into its present groove. A few frills have been added but, substantially, it is the same as it was twenty years ago.

It is, however, so closely tied up with premiums that it can hardly be analyzed apart from the latter. You can hardly say whether the premiums are there to help sampling or sampling put in to bolster up premiums.

The samplers of chewing tobacco work generally in the small towns and rural districts. They reach their prospects at the mill noon hour or in the field, and gain the good will of the simple-minded more or less easily by the little presents.

The premiums do not appeal very much to the men; they are for the women. And so after the samplers have made the round of the shops and fields, they call at the home and tell the good wife:

"Your husband or son is going to chew tobacco anyway, and so long as he does, you might as well get some good out of it. Just save the tags on this tobacco and you can get lots of things for yourself and your home."

The appeal of this is just as

strong as it was twenty years ago, and the Tobacco Trust is still making it through sampling. It advertises heavily in the papers and probably more heavily yet on the billboards, and it spends millions in premiums, but it secures the *good will* and starts the impulse to buy with its samples.

(To be continued)

TRANSFERRING PRESTIGE

To reach the 100,000 people who packed the grandstands and parking spaces at the Indianapolis Motor Speedway May 30, to see the 500-mile international sweepstakes race of motor cars, the president of the Mais Motor Truck Company, W. H. Brown, had a book compiled containing a photograph and history of every race driver in the contest. The data had never before been brought together, and the value of the book was so obvious that the speedway management had it stapled into the official programme, free. The book, of course, had the Mais story in it.

Later, when the race was won by a Marmon car, the Mais people ran large advertisements pointing out that the Marmon engineering experts who were responsible for the motor car victory had selected the Mais truck for heavy work.

In this way the race meet for pleasure cars was turned to advantage for a motor truck, for the result of the souvenir and the advertising was to bring a flood of applications for agency of the truck, especially from the agents of the Marmon cars.

KANSAS CITY A. C. DELEGATES

The Kansas City Advertising Club has chosen the following delegates to attend the National Convention in Boston August 1-4: L. H. Scurlock, president, delegate at large, and chairman of the delegation; A. A. Pearson, S. N. Spot's, George McKinney, F. E. Dobbins, F. A. Gray, W. J. Berkowitz, Godfrey Placheck, Dr. Cyrus T. Brady, and Col. Jasper E. Brady.

The alternates are: J. M. Stelle, I. R. Sherwin, Irving Pauli, J. O. Young, W. E. Comstock, F. E. Barhydt, W. C. Snyder, W. A. Gause, Chas. Gillette.

RECENT INCORPORATIONS

The Howell Publishing Company has been incorporated in New York, with a capital of \$50,000, by W. B. Craver and E. H. Miller, both of Philadelphia, and G. G. Stiegler, of Wilmington, Del.

The Irish American, Inc., New York, has a capital of \$50,000, for printing and publishing. The incorporators are: E. T. MacChrystal, A. J. Brogan and P. Moynahan, all of New York.

The Colo-Barton System has been incorporated in Rochester for general advertising by J. Stewart Colo, Hervey F. Remington and William R. Vallance, all of Rochester, N. Y.

The Columbian-Sterling Publishing Co.

Publishers of

Hampton's Magazine

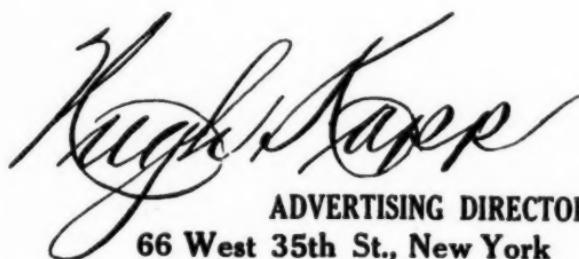
Columbian Magazine

Sterling Magazine

Home Magazine

Orff's Farm Review

American Woman's Review



Hugh Kaer

ADVERTISING DIRECTOR

66 West 35th St., New York

2807 Locust Street ■ 510 Barrister's Hall

ST. LOUIS

BOSTON

741 Marquette Bldg.

CHICAGO

GAS INDUSTRY SAVED BY ADVERTISING

MARGIN OF PROFIT MADE POSSIBLE BY DEVELOPING FUEL BUSINESS WHEN ELECTRICITY TAKES POSSESSION OF THE LIGHTING FIELD—ELECTRIC COMPETITION A BLESSING IN DISGUISE

By Frank Leroy Blanchard.

From a publisher's standpoint the most interesting thing about the advertising of gas and electric light companies at the present time is its volume. Ten years ago not more than five per cent of these corporations were systematic advertisers. To-day probably seventy-five per cent employ publicity to increase their business. What has worked this remarkable change?

In the early nineties these public service corporations did not seem to realize the necessity or appreciate the value of advertising. Printers' ink was rarely ever employed by them except on bill-heads and office stationery. The local gas or electric light company had a monopoly of the field. Their officers took the ground that if people wanted either service they must come to them. Therefore, why should the companies spend a lot of money in advertising for business they were bound to get anyway?

It was Henry L. Doherty, then manager of the Madison (Wis.) Gas & Electric Light Company, who in 1896 came to the conclusion that if his and other lighting companies were to materially increase the number of their customers, up-to-date business methods must be adopted. The greatest auxiliary force employed in merchandising was advertising. Why not, then, use it to present the advantages to be derived from the use of gas and electricity?

The first thing Mr. Doherty did was to re-organize his sales department. The city was divided into blocks which were grouped into sections, each of which was assigned to a salesman who was expected not only to call upon every prospect in his territory, but also to make the acquaintance of every consumer and take care of

all complaints that might arise. Frequent conferences of the salesmen were held at which all problems that arose were discussed and solutions suggested.

When the organization of the sales department had been perfected Mr. Doherty started what was probably the first systematic gas and electric light campaign ever undertaken. Contracts for space on a yearly basis were made with the daily newspapers of Madison. As Mr. Doherty had some original ideas as to the form and character of the arguments to be presented to the public, he wrote all the advertisements himself. He



MAKING A CONCRETE PICTURE OF GAS AS A FUEL

invented the slogan "Cook by Gas" now employed by every gas company in the United States in its printed matter. Other phrases originated by him that have been largely employed were these:

"If you are going to buy a stove, buy a gas stove; otherwise you will buy what progressive people are throwing away."

"You don't want to be satisfied with a sign that people *may* see, but rather a sign that people *can not help but see*."

After the advertisements of the company had been running for a few weeks the salesmen found their work much easier because

the prospects whom they interviewed, having read the advertisements in the newspapers, were thoroughly informed as to the advantages to be derived from the use of gas and electricity and needed little urging to get them to sign contracts.

The success which attended the campaign attracted much attention throughout the country, and managers of other companies wrote for copies of the advertisements and in some instances used them in campaigns which they afterward inaugurated. Year by year the companies using newspaper publicity have increased in number until now there are comparatively few in the entire country that do not employ it.

While it is generally agreed that the newspaper is the most effective of all publicity mediums, others have also been found useful. Competition in some of the larger centers has become so acute that no legitimate advertising medium is overlooked. Some people may be reached by circulars or by letters, others by billboards and painted signs, and still others by novelties. The one dependable, ever-present, ever-active medium is the daily newspaper, and well-written and persuasive advertisements that appear in its columns are certain to catch the eye of its readers.

A few years ago the only gas company in a thriving Southern city became convinced that the undeserved hostility of the public to which it catered was seriously affecting its business. Disgruntled consumers had circulated stories in regard to its service that were anything but complimentary. Paragraphs in the newspapers had spoken of the corporation as a trust. At several meetings of labor organizations excited speakers, in discussing the trust problem, had referred to it as "a grinding monopoly."

The company finally concluded that the only way to change public opinion was to present its side of the case in the advertising columns of the newspapers. Copy was prepared by a professional writer who had wrestled with such problems before, in which



They are coming back home. One by one, those national advertisers who rambled away, chasing the phantom will-o'-the-wisp, or who deliberately set out on tours of exploration or experiment, are heading again toward the advertising columns of the newspapers.

The appeal to vanity by pretty pictures and fine printing and the over-played argument of "great and good company" have lost their force in many quarters.

The great economy, the opportunity of selection and choice of territory, the far-reaching and thoroughly covering quality, "the straight line," "the short cut," "the direct appeal," "the concentrated machine-gun type of fire" of the newspaper are recognized and valued as never before.

The right-about-face of several advertising agents was so quickly and clumsily executed that some of them are still wobbling in their tracks.

We represent newspapers in a score of prosperous cities. We constantly study and we know business conditions, trade customs, and are in close touch with dealers in many lines of trade in all of them. If your goods have sales merit and you have no distribution in these cities we can be of great help to you in getting the right kind.

We offer resultful co-operation with you and with your general advertising agent. We are at your service anytime, anywhere.

THE JOHN BUDD COMPANY
Newspaper Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

was presented in the strongest possible way arguments refuting the charges that had been made against it. The public was assured that it stood ready to listen to the grievances of any of its customers and in cases where an injustice had been done it would endeavor to settle them to their entire satisfaction.

Inside of three months public opinion was entirely changed. The hostility which had previously done so much harm to the business of the company had almost entirely disappeared and in its place a friendly spirit was created that helped to increase the number of customers. At the conclusion of this publicity campaign

tion and typographical display. To-day they compare favorably with those of any other industry. Indeed, it might be said that the advertisements just put out by the larger companies represent some of the best work done in the advertising world.

Advertising has done much for the gas lighting and heating industry of the United States during the last decade. Perhaps the most important result as far as the public is concerned is that it has reduced the price of gas from 10 to 50 per cent.

Discussing the subject, Mr. Doherty, who is undoubtedly one of the foremost gas and electric lighting engineers in this country, said to the writer:

"It is not the improvements that have been made in the processes of manufacture that enable the companies to sell their product much cheaper than they did a few years ago but the development of a greater market. Gas, formerly employed only as an illuminant, is now used for a hundred different purposes. For illuminating purposes it is steadily losing ground, electricity furnishing a more convenient light, but as a fuel, gas is increasing in popularity by leaps and bounds. The coal kitchen range is being driven out by the gas stove, and the coal heater by the gas heater. In foundries and other industrial plants, gas is being used for many special purposes."

"Gas differs from nearly all other products in that during the summer when consumption is at its lowest ebb, or at other times when materials are cheaper than usual, you cannot manufacture large quantities of it and put it away on a shelf, or in warehouses, until you can sell it at an advanced price. Moreover, you can turn over your capital only once in five or ten years, whereas, in most other business you can turn over your capital several times a year."

"Another important point to be remembered is that you must maintain a capacity far in excess of the average demand, so that in cases of emergency that are bound to arise you can furnish unusu-



SHOWING THE GAS RANGE AS A SPACE SAVER

another was inaugurated for the purpose of setting forth reasons why gas should be used for heating and lighting purposes by every up-to-date family and business concern in the city. The results were so satisfactory that since then the announcements of the company have appeared regularly in the leading newspapers of the city.

Owing to the fact that the gas and electric light companies that have adopted newspaper advertising as their chief aid in securing and holding business have almost from the beginning employed high-grade writers to prepare their copy, their announcements have been excellent in composi-

American Sunday (Monthly) Magazine

first issue October 1, with an edition exceeding Two Million copies, distributed with the New York American, Boston American, Chicago Examiner, San Francisco Examiner and the Los Angeles Examiner.

The fundamental basis upon which the American Sunday (Monthly) Magazine must appeal to every advertiser in this country will be its ability to give not merely localized but national, high quality magazine circulation at a low price.

Note the distribution in the following zones:

New England States....	391,562	Southwestern States.....	12,510
North Atlantic States....	678,697	Southern States.....	41,470
North Central States....	614,473	Rocky Mountain States.....	27,814
Pacific Coast States.....			276,344

To all advertisers desiring comparisons with the leading publications of the country, the American Sunday (Monthly) Magazine will not only submit an exhaustive detailed circulation statement, but will present other facts which will show that this circulation reaches those zones in which merchandising can be conducted at the lowest possible cost and at the greatest possible profit, and in the zones where the earning and consequently buying power per capita is the greatest.

The American Sunday (Monthly) Magazine will give you at \$5.00 per line what you must pay \$7.00 to \$10.00 per line to get elsewhere.

It will give you a publication which in mechanical, artistic and editorial features will be the equal of any magazine published.

Advertising space in the leading Weekly with less circulation costs 40% more than the American Sunday (Monthly) Magazine.

The next Weekly with but one-quarter the circulation of the American Sunday (Monthly) Magazine maintains one-half the rate we ask.

Our rate per line per thousand is lower than that of any other publication, none of which give better national distribution of circulation.

Write for sample copy and full detailed information.

The American Sunday (Monthly) Magazine
23 East 26th St., New York 511 Security Building, Chicago

ally large quantities of gas. This extra capacity is carried at great expense but returns little or no revenue. This prodigality of equipment is indicated by the meters we supply to our customers free of charge, which have a capacity of a million cubic feet a year, although the average consumption will not exceed 30,000 cubic feet.

"If it were not for the help given us by advertising, and particularly by newspaper advertising, fully fifty per cent of the gas companies would now be in the hands of receivers. Through its aid, backed by improved selling methods, we have been able not only to hold our own against the competition of electricity but to enormously extend our business in new fields. Take the matter of gas stoves as an illustration. In 1899 there were only 2000 in use in the city of Denver. During the period intervening between that year and 1910 we were able,

esses of production fully one-half. For instance, it formerly cost the railroad companies \$100 to repair or replace the rim of a locomotive drive-wheel. Now, through the use of gas and a blowpipe, the work can be done for \$30 or $\frac{1}{4}$ 0.

"In order to develop a demand for gas in the many industries to which it may be adapted, an enormous amount of educational work must be done and the only way it can be carried on effectively and economically is through a liberal use of printers' ink in the daily newspapers."

Booklets have been found helpful in interesting women in the possibilities of the gas range and in promoting the sale of various appliances that go with it. These are, of course, profusely illustrated and attractively printed. The Easton (Pa.) Gas & Electric Light Company have issued "The Modern Kitchen," in which is given a list of gas ranges and prices, an article on the care of the gas range and another showing that gas costs less than coal.

Sometimes cook books containing fifty pages are distributed. Besides the recipes for the preparations of different dishes, the book gives menus for different meals, table of weights and measures and tables showing the time required for cooking the various foods.

It is interesting to note that every year the subject of advertising receives an increasing amount of attention. In each gas association there is a standing publicity committee which submits at the annual meeting a report giving the results of its observations in the advertising field and showing what is being done by the members in getting new business. Mr. George Williams, of New York, chairman of one of these sections, has for two years prepared the reports and submitted them in book form to the members. They contain a large amount of information on the subject of publicity and show conclusively that the gas and electric light companies are beginning to realize that in advertising they have the greatest business builder ever invented.

To Every Person, Whose Welfare Lies in Meridian, the Plans of the Meridian Light & Railway Company Will be of Interest:

We believe with these broad-gauge men, who have organized Meridian to what it is today, that Meridian is on the eve of great things. The plans of the Company are grand, but Meridian will not care one iota if the Company fails. It is the intention of this Company to do its proprietors justice in making up to us.

The reason LOWER RATES because they can afford it. - A development of our business that will give us more time, more light, and more inexpensive lighting fixtures than will reach to the zenith of our needs. The time has come for us to have a better light at a lower rate.

The expenditure of hundreds of thousands of dollars in Meridian to enterprise the service of gas and electric lights, and the introduction of the latter, will be a great benefit to all.

A collection of advertising in certain sections of the country, to let people know where our plant is located, and where to buy our fixtures. They are magnificently designed, they do not cost anybody but cannot fail to help everybody. WATCH THEM MATERIALIZE.

TAKING THE PUBLIC INTO THE LIGHTING COMPANY'S CONFIDENCE

through the intelligent use of advertising and solicitation, to increase the number to 22,000. We could never have accomplished such a result had we depended only upon salesmen. I could name many other ways in which the use of gas has been popularized by newspaper advertising.

"It is in the industrial field, however, that the future prosperity of the gas industry lies. A list of 228 appliances for the use of gas for manufacturing, domestic and other purposes, was recently completed in which fifty-four industries were represented. Some of them are effective in reducing the expense of the pro-

DEVELOPING BUSINESS IN ARGENTINA

COSMOPOLITAN MAGAZINE

NEW YORK, June 1, 1911.

Editor of Printers' Ink:

We herewith attach an idea received from:

Señor Tomas Shoobridge,

Castilla de Correo No. 76,

Bahia Blanca,

Argentine Republic.

whose idea regarding an advertisers' information bureau may appeal to some of the national advertisers who have considerable business in Argentine Republic.

E. WALLACE BRAINARD,
Advertising Department.

The idea is as follows:

Could not a species of "Information Bureau" be instituted in Buenos Aires, and subsequently in other large cities, if the idea is worth anything in which could be obtained copies of Price-Lists, Catalogues, and Prospecti, etc., of the articles manufactured by the houses of business, factories, etc., who advertise in yours and other periodicals, or who desire publicity for their wares, with such information, as to prices, cost of packages (if any), charges of shipping, or others, so that persons wishing to purchase or obtain the articles mentioned could get an approximate idea of the cost to them, or the details of the goods themselves. The person in

charge need not, or should not, be the direct agent of any of the advertisers, but simply be able to give the information needed. His remuneration, office expenses, etc., could be supplied by a small fee from each of the advertisers, or a direct and fixed stipend from them, subscribed among those who wished to avail themselves of his services. Until he was finally installed, this would be better if fixed and remitted monthly, and if it paid, could then be rearranged.

The proposed bureau might be bossed by one of your advertising agencies in the States, which would control the working by correspondence.

The agents of New York and English houses are mostly Argentine or Spanish, but have not the "hustle" that your countrymen, and some English have, and, therefore, the business done by them is not what it should be, as they often lack the information required, and often the accessories.

Of course, the American houses in Buenos Aires and the larger cities in the Republic, have their own line of business, and would not care to boss such an institution, as it would clash with their own special line. I trust I am clear as to what I wish to convey, and if you think well of it you will probably be able to improve greatly on the suggestion. ***

John Lee Mahin addressed the Illinois Press Association in convention at Chicago recently on advertising.

The
George L. Dyer Company
 42 Broadway
 New York



Newspaper Magazine Street Car
 and Billboard Advertising
 Business Literature
 Publicity and Merchandising Counsel

ADVERTISING TO ADVERTISING MEN

THEY NOW HAVE MONEY ENOUGH TO AFFORD AUTOMOBILES AND SUCH THINGS AND CAN BE REGARDED AS SPENDERS, AND APPEALED TO AS A CLASS

*By E. LeRoy Pelletier,
Advertising Manager, The Studebaker
Corporation.*

Twenty-two years ago, when the "Little Schoolmaster" was young, it would have been folly to advertise an article of value more than a lead pencil, with the hope of selling it to advertising men.

In these halcyon days which we are enjoying, when skilled advertising men command salaries equal to, and in many cases greater, than any other man in the organization except the G. M. himself, we can scarcely realize how great is the difference between now and then.

Then, any one for whom there was nothing important to do was delegated to write the advertisements—when the G. M. did not take unto himself that prerogative. A man who was guilty of trying to make a business or a profession out of ad-writing was considered in the class of harmless lunatics. Not until very recently has the advertising man occupied any really important place in the scheme of commerce. He has been considered an under-clerk, when he was given even that much serious consideration. It is not too much to say that he was underpaid and underfed. Few ever possessed the wherewithal to purchase a meager library, and few ever hoped to earn enough to purchase that experience which travel and association with men who do big things alone can give, and which is so necessarily a part of the mental equipment of an advertising man.

To-day, he occupies a proud position. In all large concerns he is looked on as one of the important factors, and in concerns where it is recognized that merchandising is the most important branch of manufacturing, he is consulted on all important matters relating to the general policy; he

is advised as to every proposed move and, instead of being treated as one whose only ability is to disseminate words, he is taken into the confidence of the heads of the house; in all matters regarding the sales policy and plans his advice is considered second only to that of the sales manager, and in many cases—in fact, in the majority of cases—his position is not subordinate but is equal to that of the sales manager, as it should be. More than any other department head perhaps, the modern sales manager has come to realize that there is no competition between himself and the advertising manager. They must co-operate, collaborate in everything, else only a partial success can be achieved.

The foolish jealousies which previously existed between sales manager and advertising manager have almost vanished, and we hear of them now only in institutions which never can hope to change until a few more of the old régime pass away.

Now that he earns a salary commensurate with his ability and his importance in the commercial world, many things are within the reach of the advertising man—we find him at the several watering places; we see him in California; and he takes a trip to Europe occasionally, the better to study humanity and broaden his perceptive. By just so much as his earning power has been increased does he add to his mental equipment, and by just that much does he become a more successful molder of public opinion and seller of his product.

Time was, and not so very long ago, when the general manager demanded that the advertising man punch the clock and be at his desk the first thing in the morning, and that he find something to do to keep him at that desk until closing time at least. Generally he was not given sufficient assistance to enable him to get through his work in regular hours, so he did more overtime than any other man in the institution.

Time to think? Think of what? Why, he was only an advertising man, and a think-tank was not



THE



"The best result-bringing proposition today for any aggressive wide awake business firm with suitable products is a well planned publicity and selling campaign to the American medical profession."



BIG



THE truth of this has been well demonstrated to many an active business man during the past few years. Medical advertising is the all important detail of any "well planned publicity and selling campaign to the American medical profession" and the publications below—"the Big Six" of the medical journal field—offer acceptable advertisers more satisfactory returns at a moderate expenditure than can be obtained in any other way.

Write for valuable information on the possibilities of medical advertising.

THE ASSOCIATED MEDICAL PUBLISHERS

American Journal Clinical Medicine	Chicago, Ill.
American Journal of Surgery	New York, N. Y.
American Medicine	New York, N. Y.
Interstate Medical Journal	St. Louis, Mo.
Medical Council	Philadelphia, Pa.
Therapeutic Gazette	Detroit, Mich.

S. D. CLOUGH, Secretary,
Ravenswood Station,
Chicago, Ill.



SIX



supposed to be part of his equipment. Sufficient that he be told to write an advertisement about something—why should it be necessary to know why he wrote the ad or what he wrote about?

Little wonder that he did little thinking—less wonder that his work was inefficient and that the advertising department in those days was considered simply as an expense—an evil, the necessity of which few general managers were willing to admit.

Those young advertising men who have known the conditions only of the last five or ten years, cannot appreciate the heartbreaking conditions under which their predecessors worked. Nor can the successful executive heads of this day and age appreciate it—they too are men of greater capacity, greater earning power, greater breadth of vision, and to that class of business men do we owe the standing of advertising men to-day.

The editor of PRINTERS' INK asked me to write about "Advertising to Advertising Men." Need I say more to explain the philosophy of advertising automobiles to advertising men? I think the E-M-F Company (now the Studebaker Corporation) was the first to use PRINTERS' INK to advertise automobiles—and the men we were after were not only the heads of the house, but the advertising managers, for we know there are not hundreds, but thousands of advertising men to-day who are able to own that twentieth century luxury—that brain-filling device—an automobile. I could name offhand at least fifty advertising men who own E-M-F "30" cars to-day, and on my desk is a letter from Dan A. Carroll asking if I cannot use some influence at the factory to hurry the delivery of his car which he ordered from our Brooklyn dealer three weeks ago. Of course it gave me a great deal of pleasure to reply to Dan that, thanks to our splendid advertising, we were heavily oversold and that he would have to stand in line with the rest of them, as we cannot show favoritism even to advertising men.

By the same mail came two letters from advertising managers asking how soon they could get delivery on a Flanders "20." And this is not an exceptional condition. Every few days I hear from some advertising man who has either purchased one of our cars or a competing car—and I must confess that my exultation is about equal in either case, because it does my heart good to know that men in my branch of the business have finally arrived at the point where they can enjoy these luxuries.

Formerly, there was something very pathetic—or shall I say something resentful—in the fact that an advertising man whose chief equipment is his imagination; who must have breadth of vision; whose sense of appreciation must be developed to the highest possible degree in order that he may bring out and show to others the good points of his product—whether it be a necessity or a luxury—it has always made my blood boil to think that these, of all men in the world, were denied luxuries when others whose only ability consisted in raking together a few dollars; whose imagination was limited to the hardest realities within range of their vision; whose faculty for enjoyment had never been educated nor possessed possibilities for expansion, could enjoy those things which the advertising man coveted so much and could appreciate so thoroughly.

That, however, has ever been the penalty of genius of the writer-man type as it has always been of painters, sculptors—and scientists.

Happily these conditions have been changed for the writer-man who possesses, in addition to his writing ability, some practical commercial acumen. That being the case, and claiming to possess some of that acumen myself, I saw an opportunity to sell automobiles to advertising men—and naturally PRINTERS' INK was the first medium selected. The results satisfy us.

•••

The sweetness of low prices never equals the bitterness of poor quality.—*Exchange.*

CIRCULATION MEN'S OFFICERS

John D. Simmons, of the Atlanta *Journal*, was elected president of the Circulation Managers' Association without opposition at the annual convention in Chicago.

In a contest for the next convention seat, Atlanta was defeated by Baltimore, with a vote of 52 to 25.

Other officers elected were: First vice-president, William J. Little, Montreal *Star*; second vice-president, Sidney Long, Wichita *Eagle*; secretary-treasurer, J. R. Taylor, Grand Rapids *Press* (re-elected).

ADCRAFTERS FLOURISHING

The annual meeting of the Detroit, Mich., Adcraft Club was held June 13, and officers were elected as follows: President, William C. Radcliffe, by unanimous vote; vice-presidents, W. A. Slaver and Joseph Meandon; secretary, R. C. Powler; treasurer, J. C. Briggs; auditor, L. A. Pratt. The officers, with Frank W. Farnsworth, the retiring president, and J. K. McEdward, compose the board of directors. Reports showed the club to be in a flourishing condition.

THE REAL HEAD OF THE HOUSE

A successful business is an idea surrounded by men—"Parks' Piping Parables," G. M. Parks Company, Fitchburg, Mass.

CHANGES IN NEW ORLEANS"ITEM"

James M. Thomson, publisher of the New Orleans *Item*, has assumed the duties of business manager of his paper, following the departure of Elmer Clarke, former business manager, to take charge of his own newly acquired property, the Little Rock *Arkansas Democrat*.

W. S. Badger, who has been in direction of the circulation department of the *Item* and was formerly circulation manager of the St. Joseph *News Press*, has been made assistant business manager of the *Item* in charge of circulation.

Paul Jones Thomson, vice-president of the *Item* Company, who has been connected with the *Item* for three years, has been made assistant business manager in charge of local and foreign advertising. Mr. Thomson is a graduate of the Virginia Military Institute of Lexington, Va. He has had considerable newspaper experience.

"WORLD'S WORK" OFFICE IN OHIO

An Ohio office for *The World's Work*, *Country Life in America*, and *The Garden Magazine*, with Gordon H. Gannett, formerly of its Western office, in charge, has been opened by Doubleday, Page & Co., at 419 Citizens' Building, Cleveland.

YOU CAN BEFORE AUGUST 1st

buy space in WOMAN'S WORLD, up to and including the September issue of 1912, at \$8.00 a line.

Send your order through your agent or direct.

2,000,000 paid-in-advance, all-subscription circulation.

After August 1st the rate will be \$10.00 a line

Send for sample copy and rate cards

Woman's World

I. A. LESHER
Advertising Manager
5 N. Wabash Ave.
Chicago

THOMAS BALMER
Advertising Director
Kesner Bldg.
5 N. Wabash Ave.
CHICAGO

A. J. WELLS
Eastern Manager
Fifth Ave. Bldg.
New York City

The announcement on the right-hand page is too important to allow an announcement on the left-hand page to interfere with it.

Confidence Is Based On Knowledge

I have been telling these truths for months.
 You would not find them out for yourselves, but
 here is a man who did.
 Will you believe him?
 It may mean a great deal of money to you—gained
 or lost—what your answer to this question is.

AURORA CORSET CO.
 Manufacturers of
Henderson and La Princesse Corsets
 Aurora, Ill.

Mr. I. A. Lesher,
 Adv. Mgr. WOMAN'S WORLD,
 Chicago.

June 17, 1911.

My dear Mr. Lesher:

Following our interview in Chicago on the 10th, I went over the data collected for the articles I am to write for System Magazine on

DISTRIBUTION FROM MANUFACTURER TO RETAILER; FROM RETAILER TO CONSUMER.

I find my memory was accurate in quoting the circulation of the Woman's World as 80% in the homes of the 200 dealers I visited; namely, 25 each in the following lines of business:—paint, grocery, dry goods, clothing, hardware, furniture, general and shoe stores.

I found the Woman's World in the homes of 20 paint dealers; 18 grocery; 23 dry goods; 20 clothing; 19 hardware; 19 furniture; 20 general and 21 shoe dealers, making 160 in all out of the 200 dealers doing business in small towns throughout the northern, southern, central, eastern and western states, whose populations ran from 3,000 to 30,000.

As I told you, I visited in each one of these 200 homes, staying from two to five days, and after dinner in the seclusion of their own homes, these merchants talked unreservedly and earnestly; answered questions frankly, and gave their opinions freely.

I particularly asked them what magazines they subscribed for and actually read, and in this way secured valuable and interesting "inside" retailers' information, obtainable through no other known means of approach.

I noted carefully the magazines the dealer seemed to favor and those conspicuous in his home; secured his opinion on them—what he thought of them.

The 160 out of the 200 merchants subscribe for the Woman's World—read it, and believe in it.

The magazine next after yours reached only 40% of these dealers.

This investigation proves to me that Woman's World is the best double-action magazine in existence to-day, reaching and influencing both consumer and dealer.

So confident am I of this that Woman's World has been added to my list, which heretofore was exclusively confined to fashion magazines.

Yours very truly,

(Signed) **AURORA CORSET CO.**

GEO. L. LOUIS,
 Mgr. Adv. and Sales Dept.

If you want this information and rate cards, address

WOMAN'S WORLD CHICAGO

I. A. LESHER
 Adv. Manager
 5 N. Wabash Avenue
 Chicago

THOMAS BALMER
 Adv. Director

A. J. WELLS
 Eastern Mgr.
 Fifth Avenue Building
 New York City

YOU CANNOT AFTER AUGUST 1st

buy space in WOMAN'S WORLD at \$8.00 a line.
Over 2,000,000 paid-in-advance subscription circulation.

After that date the rate will be \$10.00 a line

If you have not already instructed your agent to send us
your order or have not sent it direct, do so

BEFORE AUGUST 1st

because you can buy space before that date for all issues up
to and including the September issue, 1912, at \$8.00 a line.

Send for sample copy and rate cards

Woman's World

I. A. LESHER
Advertising Manager
5 N. Wabash Ave.
Chicago

THOMAS BALMER
Advertising Director
Kesner Bldg.
CHICAGO

A. J. WELLS
Eastern Manager
Fifth Ave. Bldg.
New York City

To reach the doctors, even though your
product may have no apparent connection
with Medicine, the best medium is the

MEDICAL RECORD

A Weekly Journal of Medicine and Surgery
(Founded in 1866)

The leading "independent"
Medical Weekly of America.

More information next week

WILLIAM WOOD & COMPANY
PUBLISHERS
51 Fifth Ave. New York

GUARANTEED ADVERTISEMENTS

HOW THE PRACTICE OF GIVING AN UNQUALIFIED GUARANTEE, NOW SO GENERAL AMONG MANUFACTURERS AND RETAILERS, IS GRADUALLY FINDING A PLACE IN THE PUBLISHING WORLD—THE PROBABLE EFFECT ON ADVERTISING IF ALL PUBLISHERS WERE TO STAND UNIVOCALC BACK OF THEIR ADVERTISERS

By W. P. Werheim,

Advertising Manager, Pratt & Lambert, Co. ("61" Floor Varnish), and Member Assoc. Nat'l Advg. Mgrs.

[EDITORIAL NOTE:—Guarantees are of two classes: Those that meet the issue squarely and those that read bravely but have a loophole in them through which you can drive a coach and four. This article is the outcome of a private investigation made for the purpose of finding out just where leading publishers stand to-day on the question of "guaranteeing" the advertisements they print.]

Guaranteeing advertisements: Would it increase or decrease sales of space? "No" and "Yes."

First, "no"; because many publishers would lose accounts which pay in good cash. Those publishers who have adhered to the spirit of the guarantee policy have passed up thousands.

"Yes," because by foregoing immediate cash returns from the leeches of the advertising and business world—the untruthful advertisers—they will build on the solid rock of respectability, of honor, and will instill in the minds of their readers and advertisers a feeling of security and satisfaction in responding to the influence of advertising.

Theodore S. Fettinger writing in the *Fra* magazine says: "It is a good sign, nevertheless, and leads to the belief that, in time, newspapers and magazines will hold themselves as responsible for statements in their advertisements as for statements made in their news and editorial columns."

It may be a surprise to some to know that this condition is not wholly a matter of sometime in the future, as it had its inception before most of us were born, as far back as 1860, when Orange

Judd, editor and publisher of a farm paper, printed a notice to the effect that he would "exclude deceptive advertisements, also those persons who are reported not to perform what they promise." As far as it is possible to ascertain, in 1880, another farm publication was the first to publish any kind of an absolute guarantee of the advertising appearing in its columns. This guarantee read as follows:

FAIR PLAY

"We believe, through careful inquiry, that all the advertisements in this paper are signed by trustworthy persons, and to prove our faith by works, we will make good to subscribers any loss sustained by trusting advertisers who prove to be deliberate swindlers. Rogues shall not ply their trade at the expense of our readers, who are our friends, through the medium of these columns. Let this be understood by everybody now and henceforth."

However, generally speaking, a few years ago the much-minced Latin "Caveat emptor," "Let the buyer beware," exactly described the situation, and many were the poor readers stung! And with no redress!

But a few times bitten—would these readers respond so readily to the advertising—would they be as likely to again subscribe for the publication which carried the advertisement? Who loses? Both the publisher and the honest advertiser competing with the untruthful advertiser.

PRINTERS' INK says: "In a sense, the development of industries may be traced by means of their guarantees. Starting gingerly with a feeble and much bestringed guarantee, covering only a certain detail of a product, the guarantee has often progressed until to-day there are numbers of producers who make it a practice of guaranteeing their product absolutely, in every particular, and for all time."

It would seem that the guarantee policy of publishers is undergoing an evolution, somewhat the same as most industries go through, along the lines described above. If the manufacturer can guarantee his article and find it a profitable business policy, why is it not good policy for the publisher to do the same? The publisher must secure the confidence



In the Summer He Reads Fiction

—they all do. After long winter evenings of heavier mental foods, it's fiction that gives the pleasant relief.

LIPPINCOTT'S

has been specializing on fiction for forty-three years—way back even before we had a railroad to the Pacific Coast.

Are you trying to reach the summer reader? We can give some valuable hints.

Advertising Department

LIPPINCOTT'S MAGAZINE

NEW YORK, Room 1111, Flatiron Building.
CHICAGO, 648 First Nat'l Bank Bldg.
BOSTON, 24 Milk Street.
DETROIT, 1329 Majestic Building.
PHILADELPHIA, 227 South Sixth St.

of his reader customers in the same manner that the manufacturer secures the confidence of his consumers. In what other way can this be done better than by guaranteeing honesty of the advertising appearing in his publication? If a few magazines can do this and profit by it, all can do it.

One well-known farm paper publisher who long ago adopted the guarantee policy says: "In course of time it was perceived by other publishers that this plan of exercising care and editing the advertising columns was a profitable one. The returns to legitimate advertising were greatly increased; those papers paid best whose columns were the cleanest."

In making a canvass of thirty-one leading monthly and weekly magazines, I find that three, two of which are women's publications, absolutely guarantee in type, prominently set and placed in their pages, absolute satisfaction to the readers, and will adjust any dissatisfaction on a financial basis. There is one other women's publication which assures me by letter that it makes an absolute guarantee. Of all the standard-size monthly magazines, I know of none that prints a definite guarantee policy, but practically all of them carry out the guarantee principle to the extent of endeavoring in some way to make good any dissatisfaction.

One well-known general magazine says: "We do make a definite guarantee." But it does not print anything to that effect in its pages. "We stand back of any guarantee made by an advertiser and are always ready to help adjust any disputes which may arise between the readers of our magazine and our advertisers. About ten years ago we refunded considerable money to readers who, through the misrepresentation of an advertiser, sent in money for which they did not get value received. This is the only case which I remember where we have refunded any money to our readers for such a reason."

A few gracefully sidestepped the issue by saying that it is their policy to carefully edit all adver-

in the manufacturer's way than by the advertiser. A publisher can do it. The paper adopted this plan: "In case we receive this plan from a professional legitimate intermediary in the field best known as 'cleanest'"—thirty weekly issue, two publications in one, placed in a financial position other assurances makes an appeal to all the magazines, a definite practitioner, but the extent to which it may go to a way to promotion.

A magazine does not want in its pages of any advertiser help advertising arise in imagination. About and concerns who, a question of money for a due return, in case we have to ready.

stepped s their advertiser.

tising that appears in their columns, etc.

Another meets the situation in this way: "In case the advertiser will not refund the money, we will do so ourselves. Financial advertising is the single exception to this rule. We take no financial advertisements without most careful investigation, but cannot guarantee investments to be satisfactory."

One publisher of a monthly magazine probably relates a most definite and interesting incident with reference to the guarantee policy:

"We guarantee subscribers of record against fraudulent misrepresentation. A close analysis of this guaranty would give you the impression that we are not quite as sincere in our guaranty as we would have people think, but you can readily understand that we would have to have a certain amount of protection. Morally, we go a great deal farther than any interpretation of our guaranty might give. We do absolutely, morally and financially stand behind our subscribers in their dealings with our advertisers. As a case in point, in your own city of Buffalo, some three and a half years ago, we accepted a portable house advertisement when a careful investigation of the advertiser was hardly possible in order to catch the number in which the advertisement was ordered. It was one of those cases where we took a chance."

I personally remember this instance distinctly, as I happened to have a relative in Detroit who ordered a garage from this portable house manufacturer. The ad read well, showed what seemed to be a good garage and was very low in price. However, he was wise enough not to send the money. After waiting two weeks, the Detroit party received no acknowledgment of his order and wrote the advertiser. After waiting two more weeks, he wrote me and requested that I look into the matter, as he was anxious to secure his garage at once. I went to the building which was given as the address of this concern, but was unable to gain an entrance to their office as the doors were locked. A few days later the local papers devoted considerable space to the affairs of this concern. The postal authorities had raided the place and arrested the proprietor.

Concerning this matter the pub-



By merchandising service we mean the co-operation of men intimately acquainted with every phase of making a business pay—the manufacturing, the buying, the selling and the reputation making.

By advertising service we mean the constant application of common sense principles to art work, copy writing, media selection and follow-up literature.

More than one hundred clients count this the winning combination. And we can convince others who appreciate the value of true merchandising-advertising service.



**Nichols-Finn
Advertising
Company**
**14th Floor Kesner Bldg.
C H I C A G O**

lisher mentioned above, who carried the advertisement in his magazine, says:

"We began to get complaints from our subscribers, and I personally took the matter in hand and discovered to my satisfaction that there was no doubt as to the advertiser's intention of fraud. We prosecuted the president of this company, and he was sentenced to three years in the state penitentiary. We returned to our subscribers the full amount of their remittance to this company, totaling altogether something over \$2,500."

The publishers who take this much trouble to protect their readers and responsible advertisers are to be commended for their courageous action and it most certainly pays them in the confidence and prestige gained.

As instigators of the guarantee policy, the farm paper publishers have blazed the trail and are now so far in advance of the general publications that practically all of them absolutely guarantee the advertisements appearing in their pages. Certainly they are to be congratulated on this splendid policy. Newspapers have as yet to awaken to their responsibilities, and as a class do not carefully edit and scan advertising offered them. However, it is encouraging to note the editorial which appeared in the *New York Times*, November 23, 1910, relative to the Burr Brothers' swindle, which reads in part as follows:

A RESPONSIBILITY WHICH WE DO NOT SHARE

"It is with a satisfaction which we think well justified that we now call to mind the not infrequent occasions when advertisements offered by the Burr Brothers to the *Times* were refused on the ground that the representations made by them contained hardly the remote possibility of being true, and in all probability were intended to mislead and rob the pathetically credulous fraction of the investing public. No unusual knowledge of financial affairs was required for reaching this conclusion as to the object of the Burr schemes, and to refrain from assisting them in its attainment seemed, and still seems, to us merely a display of common honesty rather than of lofty and exceptional virtue."

We have all heard of the space orders refused by a few of the better-known publications, because their publishers doubted the truthfulness of the copy and the honesty of the product, but just re-

cently a case came to my notice where one of the prominent agencies refused an "account" of a widely known and going concern because the head of the agency was doubtful of the honesty of the advertisers.

Said the head of the agency to his co-workers: "It doesn't look just right to me—we'll have to pass it up, boys." And they did. The head of the agency would not take the slightest chance of besmirching the reputation of his organization.

And it might be mentioned in passing that the "account" was a choice tidbit which some agents would not have had the moral courage to pass by.

If all agents were governed by this motive the magazines would not have to worry about some of the business offered them. However, this does not excuse the publishers, one of whom says: "We put it up to the agent, and if a reputable agent is satisfied, we consider it satisfactory."

There is too much of a tendency these days to "put it up to someone else" and shirk the responsibility.

Every publisher owes it to himself, his readers and advertisers to exercise every care in admitting advertisers to his columns, and the publisher who goes so far as to positively guarantee satisfaction in transaction between the reader and advertiser is advancing the cause as much as any one this, but he is making it pay and pay big, as is attested by the growing adoption of the guarantee policy.

The time will come when this is the general practice. All publishers will absolutely guarantee their advertisers and when the general public grasps the true significance of it there will be another impetus behind advertising, strengthening the growing world-belief in its honesty, justness and ultimate merchandising economy.

Parted twenty-five years ago, a man read in a newspaper of his sweetheart being lonely, sought her and they were married. Oh, advertising pays, any way you look at it. Try our Exchange Ads.—N. Y. "Evening Telegram."

SOUTHERN PUBLISHERS MEET

Co-operation for the promotion of newspaper advertising was perhaps the topic of most general interest at the annual convention of the Southern Newspaper Publishers' Association in Louisville, Ky., on June 13 and 14. No official action was taken, but it was felt to be time that something should be done by the members in creating accounts as well as soliciting them. The convention was notably unlike previous occasions, in that the delegates and members of the association attended the meetings with an idea of bettering conditions, and every topic was discussed with an earnestness and vim never before evidenced by the Southern publishers.

Resolutions were authorized condemning certain advertising agencies for putting pressure on the publishers to advertise in their art books, directories and house organs.

A sharp line was drawn, however, between agency organs of the kind described and PRINTERS' INK. Nearly every speaker referred in complimentary terms to the important service which PRINTERS' INK is performing and its value as a medium of communication for publishers to reach advertisers.

The new officers elected were: Robert W. Brown, *Louisville Times*, president; V. H. Hanson, *Birmingham News*, vice-president; George W. Bruns, *Greenville, S. C., News*, secretary and treasurer. Executive committee: W. M. Clemens, *Memphis News-Scimitar*; Fred Thompson, *Mobile Register*; Curtis Johnson, *Knoxville Sentinel*; A. F. Sanford, *Knoxville Journal and Tribune*; F. W. R. Hinman, *Jacksonville Times-Union*, and Robert Jones, *Asheville Citizen*.

Knoxville, Tenn., was voted the place for the next annual convention.

An animated discussion was had over the subject of whisky and medicine advertisements, some publishers holding that these should be taxed a heavier rate than other advertising matter, while other publishers contended that many of them should be ruled out altogether. An advertising agent present said that there are sixty per cent fewer advertisements of a medical nature published in the papers to-day than three years ago.

Resolutions were adopted indorsing the Canadian reciprocity measure before the national senate.

As to whether it is better on the whole to carry a large volume of advertising at a comparatively low but still profitable rate, or a small volume at a high rate, the sentiment turned toward the first proposition, for the reason that the larger volume makes the patron feel that he is getting more for his money, and keeps down competition.

Addresses were made by Henry Watterson, editor of the *Louisville Courier-Journal*; W. B. Haldeman, editor of the *Times*; Melville E. Stone, general manager of the Associated Press; John A. Fox, of the National Rivers and Harbors Congress; Grosvenor Dawe, of the Southern Commercial Congress, George C. Hitt, of the Indianapolis *Star*, and Mayor W. O. Head.

Privilego

**The
Woman's Home
Companion
believes
that the
privilege of
selling goods
to its readers is
a privilege,
even though
paid for.**

MAKING YOUR ADVERTISING A CONTINUED STORY

WHY A CAMPAIGN MAY PROFITABLY PROCEED ON THE SERIES PLAN—THE RAMBLER AUTOMOBILE ADVERTISED TO FARMERS IN "CONTINUED STORY" STYLE—HOW THE ADVERTISED SELLING POINTS WERE MARSHALLED IN SUCCESSIVE PIECES OF COPY

By George B. Headley.

An advertiser uses fifty publications. His copy appears in them year in and year out, as properly becomes a manufacturer who knows that spasmodic advertising cannot most forcibly present his full claims to the public.

Why should he not therefore make each advertisement an installment of a continued story, as it were? By trying to advance more than one or two reasons in each piece of copy why buyers should consider his goods, he achieves merely a blur—a medley of facts that makes for a confused impression. Advertising is teaching; and teaching, as any good pedagogue knows, is advancing clearly one item at a time.

The series, or the continued advertising story, makes for an orderly presentation of the whole selling argument. One point after another may be taken up, each made in accordance with what is known about the interests of each group of readers and each progressing logically to the next consideration worthy of treatment.

The Thomas B. Jeffery Company, of Kenosha, Wis., manufacturing the Rambler automobile, has formulated its campaign in the farm papers with the series plan clearly in mind. In its copy it advances, installment by installment, separate weighty facts about the merits of the Rambler automobile, all advanced with due regard to the environment and governing tastes of the farmer and his family. The advertising has been appearing in the farm papers of the Middle West.

Roscoe C. Chase, of the Rambler advertising department, thus

describes his company's advertising in the series style:

"In producing this series of advertisements, we have endeavored to appeal to each and every member of the family on the farm. Inasmuch as the Rambler motor car sells for a good deal more than the average car being advertised to farmers to-day, it was necessary that an appeal be made especially to the well-to-do farmer.

"For a number of years we have been advertising in the leading farm papers in the United States, especially in what is known as the 'corn belt' or, as you will readily understand, in the great Middle West from Ohio to Nebraska, and from Minnesota and the Dakotas on the north through to Texas on the south. It is not our intention to use advertising in this class of publica-



PICTURING THE CAR IN A WAY TO INTEREST THE YOUNG PEOPLE

tions, or in any other for that matter, merely for its publicity effect in connection with the word "Rambler." This name has been used in connection with the Thomas B. Jeffery Company for more than thirty years and we now figure that, owing to the immense amount of money which has been spent in familiarizing

Eastern Canada Wants Your Goods

Come and make us your customers. Here are more than a million prosperous homes able and eager to buy advertised goods. And there's not another section of the whole American Continent with such trade-possibilities that can be so easily and economically covered. These Maritime Dailies will do it for you—at a combined cost of less than 10 cents a line. Ask any agent who knows the field—or write any of us for rates and facts.

Mr. Advertiser

To successfully cover the Eastern Provinces.
To get your message to the people's homes.
To keep pace with Eastern developments.

USE

Daily
8-12-16 Pages

THE GLEANER
FREDERICTON, N. B.

Semi-Weekly
8-12-16 Pages

It draws its business from two hundred thousand people. The Gleaner is in a field by itself.
Write us, we'll give you any information you require.

In St. John, N. B., THE DAILY TELEGRAPH

is the recognized result-producer having a larger circulation, both quantity and quality, than any other two morning papers published in New Brunswick.

"At every breakfast table in the province" the Telegraph will explain your goods to

Over 11,000 Daily Subscribers
(say 50,000 people)

Let us tell you more about ourselves and this part of the country. Any assistance we can render in getting your goods placed will be given for the asking.

Rate card mailed on request.

**TELEGRAPH PUBLISHING
COMPANY,**
St. John, N. B.

Moncton, N. B.,

is the "Hub of the Maritime Provinces" and the railway metropolis of Eastern Canada. On the main line of three trans-continental railways.

The Daily TIMES

dominates the field and has the largest circulation of any paper in the territory. Advertising rates from any good Agency.

Nova Scotia

has a population of half a million prosperous, intelligent people—thirty towns and two cities. Over 10,000 tourists from U. S. come through one port alone. More than one-fourth of its homes reached regularly by the

HALIFAX HERALD and MAIL

Cover the province every day. Pre-eminent in a city whose people own \$25,000,000 bank stock in Canada. The HERALD and MAIL are in "a field by themselves"—a field YOU should cultivate. And they cover that field THOROUGHLY.

Sworn Circulation Dec., 1910
Average 20,292 Daily

Write for other important facts and rate card.

The Sydney, N. S., Post

Sworn Daily Circulation 5,787

Published in
THE CANADIAN PITTSBURG
Circulated in one of the largest wage-earning communities in Canada.

All information concerning paper, territory and rates on application.

Sydney . . . Nova Scotia

every household in the country with this particular name, we must advertise to sell goods, and each advertisement must carry some statement of fact that is essential to the prospective buyer.

"Now, if you will take up this series of advertisements in the way they are numbered, you will notice that each has a particular feature as follows:

"No. 1.—We appeal to the individual's desire for comfort, which is per-

ing the young men at home rather than letting them start off into the world to seek their fortunes in the larger cities.

"No. 8.—Appeals particularly to the farmer, showing how a Rambler can be of assistance in taking the children to school and in attending the city church, theater, library, and explains other remarkable advantages for the children which they have been denied during former years owing to the tedious task of driving several miles over the country roads to the city.

"No. 9.—Appeals particularly to the woman on the farm, and, in running this in the various leading farm papers, we requested that they be careful to give it position on the woman's page, as we were very anxious that the farmer's wife should understand what an added advantage it would be to have a Rambler motor car at her service during the day when the husband is away with the horses, working in the fields.

"No. 10.—Appeals particularly to the live-stock man. The first line reads as follows: 'Choose a car as you would a thoroughbred—for its pedigree.' This drives straight home to the prospective purchaser, the fact that he should choose the maker of the car rather than the car itself. He should investigate the maker's stability, reliability, and other facts which will let him know that the maker will be in business a few years from now and can supply him with the necessary parts for his motor car on quick notice. Also, he should investigate the reputation of the manufacturer who builds the car just as



TAKES ADVANTAGE OF THE FARMER'S CONCERN IN GOOD SCHOOLING FOR HIS CHILDREN

haps the best appeal that we can make to the man who is seeking quality, stability, safety and convenience rather than a desire for exclusiveness, which means a necessity of paying a much higher price.

"No. 2.—Explains the advantage of big wheels and tires.

"No. 3.—Gives facts regarding the Rambler safety cranking device, which removes the possibility of injury in cranking a car.

"No. 4.—Explains reasons why the Rambler off-set crank shaft is a great advantage over the ordinary crank shaft.

"No. 6.—Dwells particularly on the advantage of the Rambler Spare Wheel, this being an exclusive feature as the Rambler is the only American car which carries a spare wheel.

"No. 7.—Appeals particularly to the young men on the farms and ranches. That is, it appeals to the old folks on behalf of the young men, giving facts showing farmers and their wives a method which will assist them in keep-



SHOWING WHY THE FARMER'S "WOMEN FOLKS" NEED NOT LONGER DENY THEMSELVES THE PLEASURES OF THE TOWN

thoroughly as he investigates the reputation of the car itself.

"No. 11.—Appeals to this same class of farmers, following up advertisement

(Continued on page 47)

Big Business in Sight!

The June Government crop report estimated the spring wheat crop of Minnesota and the Dakotas at

272,000,000 Bushels

All other crops are equally promising.

To get your share of the business this will create, you must advertise in

Farm, Stock & Home

MINNEAPOLIS, MINN.

"THE PAPER OF SERVICE"



WILLIAM A. WHITNEY



OTTO H. HAUBOLD



J. LEWIS DRAPER



CHARLES W. BURT

**100,000 Circula-
tion Each Issue**



J. ERNEST NICHOLSON



ARTHUR F. WILLIAMS



K. W. LARSON



FRED A. ROBBINS

A Great Constructive Force

The mighty purpose of Northwest Farmstead is to promote the profits and progress, prosperity and happiness of every farm and ranch, home and family in the Northwest, from the Great Lakes to the Pacific; to show the profits arising from improved methods of agriculture. Orange Judd Company, publishers of Northwest Farmstead, will also foster the development of all the varied industries and resources of the growing American Northwest in towns and cities, shops and factories, forests and mines as well as in agriculture.



How We Are Building

It is the men behind the Northwest Farmstead that are making it so helpful to its subscribers, so forceful in promoting Northwestern agriculture. Its corps of editors is the largest and best. Clifford Willis, the editor, resigned his great position at the South Dakota Agricultural College and Experiment Station to edit Northwest Farmstead. Professors Bopp and Burlison, formerly connected with the South Dakota College, are associate editors. These men are organizers, speakers and developers, as well as writers, editors and authorities.

The services of these men cost you nothing. We sell you space in Orange Northwest Farmstead on circulation. They help to make it pay and Northwest Farmstead is paying.

Orange Judd Co.

Chicago: 1200 Peoples Gas
Minneapolis: Palace Hotel
New York: Fourth Avenue
Springfield, Mass.: Myrick

see 16 Gentlemen

whom have to do with the rising department of Orange Company, are largely responsible for bringing Orange Judd west Farmstead to the attention of nearly 200 prominent advertisers who are using its columns. And all this has been accomplished within the past six months by our new paper simply because the publisher, the editor, the printer, the publisher and the advertising men "had a purpose."

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Orange
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d cities,
culture.



ARTHUR C. HAUBOLD



AL. F. JONES



THOS. A. BARRETT &

Marvelous Future of the Northwest

The tremendous possibilities in that parallel line of states from Minnesota to the Coast is grasped by but few. Its future can best be judged by its past. Even greater will be its development during the present decade. The Northwest Farmstead will have much to do with this development. Already some advertisers appreciate the growing business from this section. The Northwest Farmstead offers an opportunity for reaching the farmers in this section not extended by any other weekly agricultural paper.



Circulates in Eight Prosperous States



W. H. CASTNER

Builders That Help You

Oh yes, we employ solicitors, and are proud of them. These men have the data you want. They are "fact bringers"—proof demonstrators. They know circulation, rates and distribution of every farm paper published. They know the census figures for 1910 of every state, and the dealer proposition thoroughly. They have helped many an advertiser to make money, and saved a lot from loss. They know agricultural advertising as no other solicitors know it. Many concerns find their knowledge valuable. Perhaps they can help you.

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services of these gentle-
-cost you nothing. We
you space in Orange Judd
west Farmstead based
circulation. They help you
ake it pay and North-
Farmstead is paying big.

Orange Judd Company

ago : 1200 Paines Gas Building
neapolis : Palace Building
ew York : Fourth Avenue
ield, Mass.: Myrick Building



AL. E. LARSON



ALBERT H. SAMPSON



GEORGE NOFFKA

In almost every class or trade there is one publication that stands highest in the regard of the reading public.

Among fruit growers it is BETTER FRUIT—the only periodical in America devoted exclusively to fruit growing. Its success has been due to the fact that it fits their needs exactly. Its editorial matter is timely, practical and concise. It is one of the most handsomely gotten up and printed publications in America.

BETTER FRUIT

is read by 13,000 fruit growers and their families—practically everyone west of the Mississippi, the nation's fruit growing territory. Without exception they are prosperous, and have the means to buy the good things of life as well as the necessities.

Several national advertisers have awakened to the possibilities for increased sales in this territory and are now using BETTER FRUIT. Any advertiser whose goods will sell elsewhere will be doubly sure of greater sales here if the next issues of BETTER FRUIT carry their copy.

**BETTER FRUIT PUBLISHING CO.
HOOD RIVER, ORE.**

No. 10, but dwelling more particularly upon the special features of the car, and the service it has given to other farm owners, than upon the reputation and stability of the manufacturer.

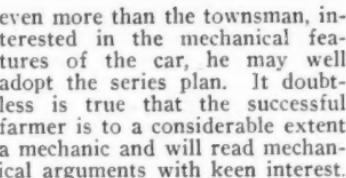
"Now, you will notice in each of these advertisements that we have called attention to several of the special features and also that we have called to the special attention of the reader that he or she send at once for the Rambler catalogue and the Farm Owner's Number of the *Rambler Magazine*. In advertisement No. 10, we have shown an illustration of the front cover of the Farm Owner's Number of the *Rambler Magazine* and, as you may surmise, we have received, during the past season, a great many inquiries for this special number.

"The appeal to the farmer must be made in a business way because the manufacturer who is selling such a machine as ours must figure that he has to deal with a business man, for it is true that the farmer to-day who can afford to own and operate a Rambler Motor Car, is a business man who makes or loses in proportion to his business ability."

The Rambler ads are featuring the service rather than the construction of the car. However, where the automobile manufacturer pictures the farmer as being,



ADVERTISING THE "PEDIGREE" OF THE
CAR, AND ALSO THE HOUSE-ORGAN.



Yet mechanic that he is, he is certain to be confused by the presentation of a mass of mechanical features rather than the advancement of one or two at a time. The limits of space and the purse-like render necessary a concen-



LINKING THE SERVICE FEATURE WITH THE CAR'S CONSTRUCTION

tration. Each feature, whether of mechanics or of service, may be therefore more attractively presented, if given a whole ad. Monotonous repetition is thus avoided, as each successive "installment" will be something new. You can trust a farmer to follow such a series and appreciate the greater simplification.

THE WAY DALLAS PUTS IT

Sixteen spokes in a wheel.
Four wheels on a wagon.

Spokes support. Wheels turn. Wagons move—carry something—get somewhere.

Whether you're a spoke, a wheel, a wagon or the whole caravan, put your energy, your influence, your money to work for the great Ad Conventions—Boston, 1911; Dallas, 1912—*Dallas Advertising League's "O-K'd Copy."*

MAKING A STEADY SELLER PUSH NEW SPECIALTIES

VINOLIA COMPANY PUT A COMPLETE LINE OF NEW TOILET ARTICLES INTO SEVERAL THOUSAND SHOPS WITHOUT INCREASED ADVERTISING—DETAILS OF A NEW TRADE-ORGANIZATION SCHEME

Special Correspondence.

CLUN HOUSE, LONDON, ENG.

The firm of Blondeau & Co. (now converted into the Vinolia Company, Limited), started business about twenty years ago with a superfatted toilet soap of high quality to sell against the then almost competitionless Pears. Their early advertising made no secret of its purpose; it was militant in tone and clearly aimed at carving a demand out of the enemy's flanks. In those days people had not recognized the fact that advertising will *create* a demand as well as direct it. We now know that the total consumption even of a staple product like soap, cocoa, or even bread, can be increased, and that a new specialty may make very large sales without taking anything away from the older manufacturers.

So Vinolia Soap established itself and Pears' Soap continued to sell just as well as ever in proportion to its own rather fluctuating advertisement appropriations from year to year. Vinolia Cream (a toilet unguent) was, I think, introduced at the same time as the soap. It has always had a large sale, both at home and in the British Colonies. A couple of years ago Lever Brothers, proprietors of Sunlight Soap, bought out Blondeau & Co. and took over all the Vinolia business.

There have always been some side lines connected with Vinolia. The soap is sold with various perfumes at graduated prices, and there were a dentifrice, a shaving stick and some handkerchief perfumes; but these were left to make their own way with no more pressure behind them than a leaflet in the soap packages. Few dealers carried more than one or two of them and sales were of

course always being lost through want of complete trade representation.

Last year, therefore, Mr. Lever put in a scheme for getting a move on these and other side lines. Recognizing that the same sales force and office work required to handle Vinolia Cream and Vinolia Soap with subsidiaries on a small scale could just as well take care of a larger output of the side lines, he began to take steps "in a concatenation accordingly." He first of all re-christened everything with the word "Royal"—Royal Vinolia Soap, Royal Vinolia Shaving Stick, Royal Vinolia Shaving Powder (soap), Royal Vinolia Talcum Powder, Royal Vinolia Complexion Powder, Royal Vinolia Cream, Royal Vinolia Toothpaste, Royal Vinolia Tooth Powder, Royal Vinolia Fluid Dentrifrice, Royal Vinolia Vanishing Cream, Royal Vinolia Solidified Brilliantine, Royal Vinolia Perfume, Royal Vinolia Sachets, and got up special supplies of everything with this word on. His traveling salesmen apprised retailers of Vinolia, chiefly druggists, that these "Royal" Vinolia specialties were going to be pushed with the public. An assorted parcel was offered to the trade, with a special discount, representing extra profit; and also a distinctive shop sign, which the company promised to advertise in the press. The sign is a handsome piece of gold and color work, with royal arms, lion and unicorn, etc., in etched glass, to fix on plate glass windows.

But there was a particular condition attached to this extra discount. A retailer could not get the discount unless he undertook to carry *all* the Royal Vinolia lines and always fill up before he was out of stock. Unless he carried all the "Royal" lines he could not obtain any of them; nor yet have the special sign. But of course he would carry the regular Vinolia lines just as he chose, as many or as few as he liked; and he could be with, or without stock, just as he chose also.

If he should be caught out of

It isn't enough to just reach the farmer—get a grip on him

There is some season for everything. Tell the farmer about what you have to sell when he wants to buy it—

Farm Papers of Concentrated Circulation

cover limited sections, are edited and published to meet the conditions peculiar to their sections. In them you can tell your story when the man you are talking to is ready to listen.

May we talk it over with you?

Illinois Farmer	Chicago, Ill.
Farmers' Union Guide	:	:	:	:	:	Birmingham, Ala.
Rural Farmer	Philadelphia, Pa.
Trans-Missouri Farmer & Ranchman,	Cheyenne, Wyo.

or

LAVATER E. WHITE

Tribune Building Phone 3315 Beekman New York

City Circulation Sells High-Class Goods

When you have automobiles, or pianos, or any similar high class and high priced products to sell, it is in the big cities that you must find your choice market.

Find a publication that interests well-to-do, money spending city people and the rest is easy. You can reach 62,000 every month in

THE

THEATRE MAGAZINE

This beautifully printed and illustrated de luxe magazine takes you before particu'larly responsive audiences.

Read by habitual theatre-goers whose taste is constantly being educated along luxurious lines by rich stage scenes and gorgeous costuming, you appeal to ready spenders.

You don't have to persuade them that they want your high priced, high grade merchandise—just catch their fancy and your sale is made.

In THE THEATRE MAGAZINE'S 62,000 there isn't a copy wasted.

Let us give you detailed information. We have evidence that will interest you. Address the

THEATRE MAGAZINE
8 to 14 W. 38th St., New York, N. Y.

GODSO & BANGHART
Western Representatives
1521 Harris Trust Building, Chicago, Ill.

H. DWIGHT CUSHING
New England Representative
24 Milk Street, Boston, Mass.

stock of any Royal Vinolia article, though, he lost his discount, and might lose his sign.

Thus far, everything is simple. The public has been informed, in the Vinolia advertising, that a certain sign on a shop means that all the Royal Vinolia products can always be got there, without exception.

The advertisements which introduced the Royal title to the Vinolia public had a special plan behind them. Each advertisement offered a free sample of any one Royal Vinolia product, by post, without any payment (even for postage of the sample) provided that applicants would state the name of their regular retail suppliers. The object of this requirement was to push the thing along further, as will be explained in a moment. A similar coupon in post-card form was packed with every sale-package of all the articles, and the samples were of sufficient value to make them desirable. You could not get the sample without a coupon or card; nor could you get two samples of the same product, though you could get all the samples, one after another, by sending coupons.

A letter goes to every applicant for a sample urging him to buy the full size from his dealer and informing him that all the Royal Vinolia specialties have the same high quality as the one that he is trying.

Thus the public was being induced and persuaded to try all the Vinolia outfit, chain-fashion, every purchase giving the right to a generous sample of something fresh. But at the same time the addresses obtained were being used. Dealers with the "Royal" sign up saw that their interests were being taken care of. If a dealer was named who did not carry the Royal Vinolia sign, he got a letter, naming one of his customers as being already interested in Royal Vinolia goods; and if he was at all a large dealer, he would get the names of a good many such customers. Also he heard about it from the Vinolia travelers. And so the number of Royal Vinolia dealers soon in-

creased, and the Royal Vinolia sign is everywhere seen. The argument to the public runs, in the advertisements, and in small, very finely printed folders packed with goods and samples, thus.

A SIGN WORTH LOOKING FOR
The Sign of the Royal Vinolia Depot.
(Picture of the Sign.)

What it means for your convenience.
In the future—if you will look at the Sign closely, if you will remember it and remember what it stands for—you will be able to secure instantly all always, and with absolute certainty, any one of the Royal Vinolia Toilet Luxuries which you may desire. The many ways in which this Sign—*The Sign of the Royal Vinolia Depot*—can aid your convenience will occur to you if you will read this little leaflet.

The Sign has been adopted for your convenience—to prevent annoyance, disappointment and loss of time, for you as for other discriminating people who appreciate the refinement and luxury for which the name Vinolia has always been a guarantee.

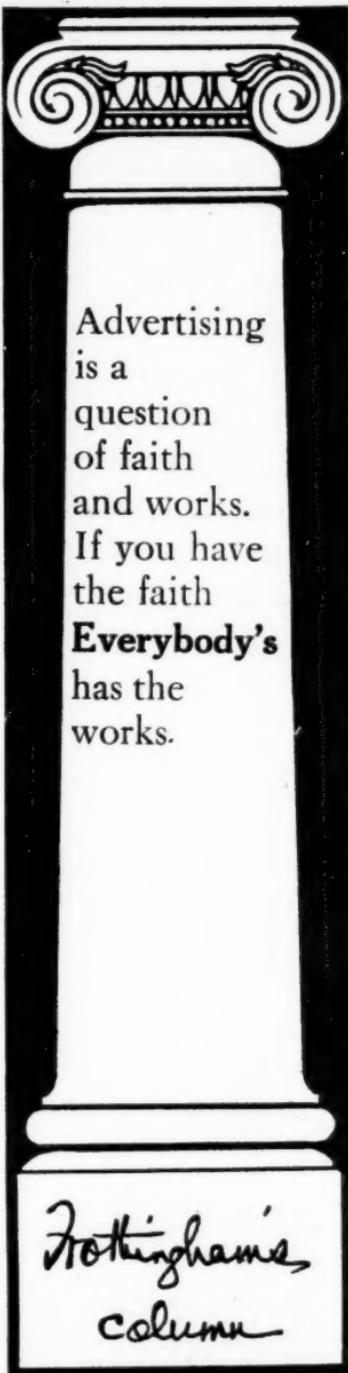
By this means, a whole string of about fourteen lines was got into some thousands of shops, which previously only carried perhaps three or four of them, and at the same time a public demand was worked up to big figures, where previously the sales had been relatively small. And it was all done without any apparent addition to the regular advertising appropriation; because the same space that had served to keep up general publicity for Vinolia Soap before was sufficient to allow of the new sample scheme being tacked on to it.

The advertisements and printed matter used were written and designed by H. Powell Rees; but as he did not feel at liberty to make any statement on the business I have had to pick up the facts as best I could, and he is not responsible for the accuracy of the foregoing description of the scheme.

THOMAS RUSSELL.

—♦♦♦—
BILL AGAINST "LEASING PLAN"

A bill has been introduced into Congress by Representative Thayer, of Massachusetts, aimed at the leasing policy of certain machinery companies. It prohibits any company engaged in interstate commerce from making sales or leases conditioned on a promise of the purchaser that he will not use the tools or implements of a competitor of the selling company.





Harry Lauder gets five thousand dollars a week, not for being a Scotchman, but for offering a special service in his character of Scotchman.

Farm and Fireside gets its advertising patronage, not because it is a farm paper, but because it offers a special service in its character of farm paper. This special service is appreciated so much by the farmer who subscribes for and reads Farm and Fireside that its advertising columns become a direct and productive communication between the manufacturer's goods and the farmer's pocket book.

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

Springfield, Ohio
New York Chicago

FOR THE "LONG - SUFFERING PUBLIC"

PORTLAND, ORE., June 10, 1911.
Editor of Printers' Ink:

Considering that this advertisement for the Stetson shoe appeared in a \$6 per line magazine, what do you think of one of the following headings as an improvement over the one used:

THE STETSON SHOE: Not as painful as appendicitis.

THE STETSON SHOE: Feels better than spinal meningitis.

THE STETSON SHOE: More preferable than colic.

Out here in the West we have a great deal to learn about advertising (that's why we take *Printers' Ink*), but it seems to me the copy I offer



has more real strength in it than what they are using. Don't you?

Anxiously,
F. I. GOLLEHUR.

Why, no, man. Don't you realize that nearly everybody knows just how an aching tooth feels, while comparatively few have had any actual experience in those other things, except perhaps colic, and that's been so long ago. It is considered a strategic move to connect your proposition up with such associations as are most likely to fall within the experience of the typical buyer. Isn't that the right lingo, Prof. Hollingworth?

TO CHECK FAKE JEWELRY ADS

Fake advertisements of jewelry sales in Iowa will cease if the Iowa State Jewelers' Association can secure legislation to that end at the next session.

President Nielson, of the Association, says: "Not long ago a firm in eastern Iowa failed and sold a \$10,000 stock of jewelry at a bankrupt sale. Thirty-six department stores over this state and Illinois advertised the same stock of goods. Not a piece of the jewelry ever saw the show windows of the thirty-six fake advertisers."

WRITER NEEDN'T HAVE GIFT OF GAB

THE CAPPER PUBLICATIONS.
TOPEKA, KAN., May 27, 1911.

Editor of PRINTERS' INK:

That somewhat wordy, emphatic and yet indefinite criticism of the copy writer, by one Mr. D. A. Reidy, in your issue of May 11 succeeded admirably in roiling me up to a point where my feelings were "beyond expression."

I sincerely thank Mr. Sproul, of the Greenhut-Siegel Cooper Company, for the way in which he came to my relief with his more-than-justified and very well written criticism of the Reidy article. I most heartily agree with Mr. Sproul in the position taken in his article in the issue of May 25—especially just is his criticism of Mr. Reidy's paragraph, to the effect that "the competent business writer should be able to go out on the road and book big orders."

I have been writing successful advertising copy for 10 years—and I am positively convinced that it would be much more than a *joke* for me to go out on the road in the attempt to book big orders—or any other kind. Why, I would starve to death in record time, should I be compelled to depend upon my ability as a word-of-mouth salesman for my livelihood!

And I know scores of other successful advertising writers who would bring in the same kind of a report!

I thank Mr. Sproul for his able defense of at least this one "lesser light" in the same field of endeavor.

ERNEST F. GARDNER.

SETH BROWN DISCOVERS "AN UNUSUAL COMBINATION"

Standard Advertising takes pleasure in congratulating PRINTERS' INK on the connection of Waldo P. Warren, as managing editor. He is well known in Chicago, having been advertising manager of Marshall Field & Co. for seven years. His books, "Thoughts on Business," have been carefully read and greatly appreciated by advertising men; they appeared originally in metropolitan newspapers in a series of daily talks.

Mr. Warren has been for the past two years associated with George Batten Company, advertising agents, New York City, and previous to that time was connected with the editorial department of *Collier's*.

He is a clear thinker, graphic writer, and has the faculty of clear-cut business analysis coupled with ability to write out his ideas—an unusual combination of qualifications.—"Standard Advertising," Chicago.

NEW PRISCILLA PUBLICATION

In September the Modern Priscilla Company will take over the publication of *Everyday Housekeeping*, which several years ago was taken in hand by the S. E. Cassino Company, of Salem, Mass., under whose ownership it has since made creditable progress.



"I don't know what all this small town talk is going to lead to," said a general agent the other day.

He had gotten into the habit of working a defined list of magazines for everything from tacks to terriers that came his way. "Why," he said, "if we've got to figure on a lot of weeklies we will have to put another section on our rate card cabinet." We sympathized (?) with him and then told him of



How its 250,000 copies each week went into that many homes in 12,000 of the smaller towns and villages of the country. No big cities. How it was delivered each week by its own boy agents and carriers who collect the five cents a copy for it as they serve their routes. (The most assuring proof in the world of a live, responsive circulation.)

We pointed out towns he knew; gave him the figures in each case; and then took a copy of the paper and reviewed it page by page.

"Why," he said, "it's a wonderful proposition. How did they do it?"

"Took the initiative," we replied, "and went after the small town people."

"Initiative? Oh, I see. And you advise—"

We did.

THE JOHN BUDD COMPANY

Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

IT ALL HAPPENED AT TRAVERS ISLAND

THE REPRESENTATIVES' CLUB HAS "RISIBLE, TICKLING RINCKTUMS" AT THEIR ANNUAL OUTING—THE BASEBALL GAME A WELL-COSTUMED EVENT—SOMETHING ABOUT A THRILLING TWO-BAGGER—THE SHOE RACE A HUMMER—THE "ME 'N U" AN ACHIEVEMENT

Over two hundred New York advertising men forgot all about business last Friday when they reached Travers Island, the rendezvous of the Representatives' Club second annual outing, and proceeded to enjoy themselves in the various ways contrivable by the advertising genius.

The events, "as advertised," were more successful than their promoters had anticipated—one of the few times on record that published anticipations of advertising men fell short of fulfillment.

While all the events were of the five-star kind, one was more five-star than any other, so to speak, and this was the baseball game, fiercely contested in fashionable and up-to-date apparel by the Harem Skirts and the Beeveedees. Although the B. V. D.'s should have won by virtue of wearing the most advertised raiment, truth compels the chronicler to state that the Harem Skirts prevailed in the tussle, by a score of 8 to 2. The two-bagger that Arthur Camp hit at a critical period was pretty nearly the undoing of "Uncle" Henry Wilson of the *Cosmopolitan*, who threw his Panama into the air and yelled for his brother dean to "stretch into a three-bagger." Al. Woods, of the Orange Judd publications, (*sotto voce aside*—his were pink) banged the pill on the nose and romped all the way home.

The "Stunts Committee" then staged their eleven attractions, comprising a shoe race, a three-legged race, a wheelbarrow race, a fifty-yard dash, a potato race, an elephant race, a 3-inning baseball game, a tub race, "that Sylh Like Quartette," fake juggling event, and Grand Presentation of Prizes.

H. K. Stroud won the shoe race, which was so called because the racers ran in their stocking feet and had to pick out their shoes from a mixed-up mass at the end of the first lap, put them on and finish their sprint. Regal shoes were the prize. The three-legged race was a rollicker, and was won by A. M. Conger of *Scribner's* and H. L. Jones of *Country Life*. Prizes were a couple of Hawes von Gal hats. The second prize

Some Amazin' Leaders in the Amusin' Stunts At Advertising Men's Travers Island Outing



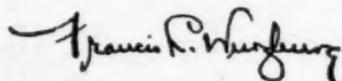
AS THE "WORLD'S" CARTOONIST SAW IT

of two tobacco jars was won by Roy Dickinson of the *Cosmopolitan* and E. C. Seymour. A wheelbarrow race, the prizes for which were fountain pens, was won by W. T. Woodward of the *Saturday Evening Post* and O. S. Kimberly of Doubleday, Page & Co. The 50-yard dash event Saturday's *Evening World* limned as follows:

"The 50-yard dash was one of the most exciting of the contests

A maker* of Dress Materials opened up 156 new accounts from one page in The Monthly Style Book, and these 156 merchants sold in the season over 300,000 yards of the goods advertised.

Has a page of your advertising ever been as good a salesman?



Manager Advertising Department
4th Avenue at 30th Street, New York

*Name on Request

E. F. Olmsted, one of the largest advertising men in existence, came very near winning, and his glory wasn't a bit diminished when it was learned that the man who beat him by a stomach was C. R. Tomlinson of *Success Magazine*, who held the interscholastic record in 1902. But Mr. Olmsted proved he was a regular 'quarter-hoss' with a record in the potato race afterward.

Edmund Leamy, of the *Craftsman*, was star performer in a later event and won a three years' subscription to PRINTERS' INK.

The programme, as a feat in copy writing, was unrivaled in "layout"—as witness the "Me 'n u"—and resourceful in josh. Notice, for instance, these "special rules and regulations": "Do not give tips to gentlemanly l'ushers"; "Please do not laugh at the athletes—advertising men are bashful and you may confuse them"; "Advertising men are above suspicion, but have a taking way with them—keep your hand on your watch."

The "Me 'n u" was provided with "two ambulances, one doctor and a stomach pump" in the place where the cigars are served. O. H. Fleming, of the Lupton publications, has confessed to the authorship of the programme, but PRINTERS' INK subpoena servers couldn't find him Saturday morning.

DAVID EVANS RESIGNS FROM NATIONAL POST COMPANY

David G. Evans resigned as director, vice-president and advertising manager of the National Post Company Friday last, to take effect July 1. It was stated that Mr. Evans severed his connections with the *National Post* and *Success Magazine* because of other attractive offers made him.

Mr. Evans was formerly treasurer of the old *Success* Company. When the National Post Company decided to launch a new publication, a semi-monthly, called the *National Post*, arrangements were made whereby it took over the publication of *Success*. Mr. Evans was thereupon made a director of the company, was appointed vice-president and given charge of the advertising departments of both magazines.

A correspondence course in business organization and management is offered by the University of Wisconsin, Madison, through its extension division. Sales and advertising are included in the course.

PRINTERS' INK

PRIZE-GIVERS PLEASED WITH Y. M. C. A. AD-WRITERS

Five hundred dollars in cash prizes were distributed last week among the members of the Advertising Forum of the West Side Young Men's Christian Association, New York City. Five firms who are national advertisers offered \$100 each to be given the winner in an ad-writing contest, the firms acting as final judges in the competition and also retaining the right to use the advertisements.

There were ninety-two men in the Forum and because of the prizes the attendance was always large and the men worked hard. The Forum work, which was under the direction of Dr. Channing Rudd, consisted of a series of lectures given by advertising and newspaper men of prominence. Most of the lectures were illustrated with stereopticon pictures, and the lecturers pointed out the good and bad points of the advertisements. There were two different addresses given each session, and after the lectures the Forum members were allowed to question the speakers to their heart's content.

The prizes were contributed by the following firms: Huyle's, National Cash Register Company, Steinway & Sons, Swift & Co. and the Welch Grape Juice Company. Steinway & Sons offered one prize of \$100 and the other firms split their money into several prizes.

All the prize-givers were greatly pleased with the copy they received in the contest.

The prize-winners were all residents of New York. The prizes and winners were as follows:

Huyle's: \$50, C. L. Thomson; \$30, J. W. Manson; \$20, C. L. Thomson.

National Cash Register Company: \$50, C. L. Thomson; \$25, Richard B. Franken; \$25, Burdick A. Trestail.

Steinway & Sons: \$100, Horace Barington.

Swift & Co.: \$40, Geo. A. Lehmann; \$25, Geo. A. Lehmann; \$10, D. J. Curran; \$10, Alexander Mayer; \$5, D. J. Curran; \$5, Burdick A. Trestail; \$5, Maurice E. Davidson.

Welch Grape Juice Company: \$50, Burdick A. Trestail; \$30, J. W. Manson; \$20, Alfred H. Bartsch.

NO MORE OFFENSIVE POSTERS

The Poster Printers' Association of America, comprising thirty large firms, voted at Baden, Ind., last week to discontinue printing posters of an "offensive character or which ridicule religion." The action was taken at the request of the American Federation of Catholic Societies.

Cecil Clive Gray, in charge of the advertising of Jaburg Brothers, New York, has resigned to take a position on the soliciting staff of the *Ice Cream Trade Journal*, New York.

Richard B. G. Gardner, Jr., has resigned his agency connections in Philadelphia to handle the publicity and personal advertising of the Republican Publishing Company, of Hamilton, O.

WORD BASIS FOR WANT ADS

TOLEDO COOKER COMPANY.

TOLEDO, May 31, 1911.

Editor of PRINTERS' INK:

Can't a movement be started to put classified "ads" on a word basis?

After long experience I have found out that fully 75 per cent. of the classified ads paid for on a line basis occupy when printed, less space than that which is paid for.

For example: We send out a nine-line ad and pay for a nine-line ad, and when it is printed it occupies seven lines. We send out an eight-line ad and pay for the eight-line ad, and when it is printed, it occupies six lines. This thing of counting six words to a line is a failure.

A 54-cent classified ad should be kept and the result watched as carefully as a \$5,400 ad—simply because of the principle involved.

A word rate would encourage more "ads" because a classified ad could then be intelligently figured out by any one.

Don't you think that this matter is of sufficient importance to put it before the papers and urge quick action?

W. B. HANKINS.

P. S.—I see the Kansas City Star is using the word rate. Cannot everybody else fall in line?

CHICAGO AGENCIES "PLAY BALL"

A baseball league has been organized in Chicago with these teams: Mahin Advertising Agency, Lord & Thomas, Chicago Advertising Association, Barnes Crosby Company, Taylor-Critchfield Company, and the Nichols-Finn Advertising Agency.

The officers of the league are W. A. Wadsworth, president, C. A. A.; William Rosengren, secretary, Taylor-Critchfield Company; William E. Cotter, treasurer, Nichols-Finn Advertising Agency.

This league was organized for the purpose of bringing out what baseball talent the advertising men have, and to create a more friendly spirit among the various advertising interests in Chicago. League games will be played every Saturday during June, July, August and September, for a valuable trophy donated by the advertising men of Chicago.

ADVERTISING INTERESTS
DEALER

When you go in to sell a dealer, don't tell him you have come in to sell varnish. Sell some advertising, because you will find a new field, a new interest and a new way. The fellow you go in to see knows you are going to say varnish; it is written all over you; he has seen you before. Fool him this time, talk to him about advertising; don't go in to sell him a whole lot of varnish. Go in to see how he is, how his stock is, how his selling is going on.—F. H. Little, in "Co-Opt-or," Pratt & Lambert, Inc., Buffalo, N. Y.

DO FARMERS WEAR CLOTHES?

What a foolish question.

So it seems at first thought. But a comparison of the advertising columns of publications read by city people and **real farm papers** read by farmers almost leads one to believe that farmers do not wear clothes—that 90 per cent of the clothes are worn by city people.

Do you know that just the reverse is true?

Do you realize that 75 per cent of the trade of country merchants in Nebraska is with farmers? We can furnish you the proof if you want it.

To reach the trade of the country merchant, advertise in the farmers' trade journal—his reliable friend—the **REAL FARM PAPER**.

In Nebraska the **REAL FARM PAPER** is the **NEBRASKA FARMER**—published for over 40 years.

Ask us about Nebraska

NEBRASKA FARMER
LINCOLN, NEB.

Under the editorial and business management of S. R. MCKELVIE.

Member of



N. Y. Office Fifth Ave. Bldg.

S. E. Leith, Mgr.

Chicago Office Steger Bldg.

F. A. Dennison, Mgr.

HUGH CHALMERS BOOMED
FOR THE A. A. C. A.
PRESIDENCY

HE DOES NOT SEE HOW HE CAN SPARE THE TIME, BUT IS STILL CONSIDERING THE POSSIBILITY—APPRECIATES THE OPPORTUNITY FOR VALUABLE SERVICE

A movement to put Hugh Chalmers in nomination for the presidency of the Associated Advertising Clubs of America sprang up almost spontaneously last week. What Mr. Chalmers thinks of the movement is shown by his telegram to PRINTERS' INK in response to its inquiry regarding his sentiments in the matter:

DETROIT, MICH., June 28, 1911.
Editor of PRINTERS' INK:

I appreciate very much the efforts of my friends to get me to be a candidate for the presidency of the Associated Advertising Clubs but don't see how I can possibly accept. There are not enough hours in the day now for my regular work and I would not accept the presidency unless I could do the work, because I believe there is much to do.

I have promised to think the matter over and will give a definite decision soon, although I am quite sure I cannot accept, even though it was sure that I could be elected.

HUGH CHALMERS.

Mr. Chalmers, it thus appears, is still giving prayerful consideration to the matter. It is by no means possible that increasing sentiment in support of his suggested candidacy may not weaken his resistance and heighten his appreciation of the great opportunity which lies before the successor of President Dobbs.

"It would be a great thing for the association if Chalmers should take hold," said a prominent advertising man, "and he would find the big work worthy of his powers. This club movement has only just started."

Apparently no thought of opposition is entertained by the supporters of the movement, who even suggest that the membership might be willing to make necessary changes in the administrative work, laying more duties on the vice-president and making the secretary the general executive, in order to allow Mr. Chalmers,

should he consent to run and be elected, to devote himself exclusively to the larger, creative work.

♦♦♦
"KEEPING EVERLASTINGLY,"
ETC.

The "National One-Cent Letter Postage Association," dedicated—more or less—to the proposition that magazine postal rates are scandalously low—has opened headquarters in Washington, and has a corps of busy agents at work collecting data to show the shocking number of small magazines which require long hauls and distribution by hand, at the rate of twenty to the cent's worth. Harrison B. Burrows, who is in charge, instances a number of banking magazines, automobile magazines, thumbnail monthlies, etc.

♦♦♦
GOVERNOR WITH K. C. ADMEN

Missouri should have an advertising department in charge of "good advertisers," in the opinion of Governor Herbert S. Hadley, who expressed himself to that effect in a speech before the Kansas City Advertising Club at its annual banquet, June 6. He spoke of the marvelous resources of Missouri which awaited development. The primary needs were good highways and good waterways.

Dr. Cyrus Townsend Brady, pastor of St. George's Church, Kansas City, spoke on good citizenship.

♦♦♦
C. M. WESSELS RESIGNS FROM UNITED STORES ASSOCIATION

C. M. Wessels has resigned as president and general manager of the United Stores Association, the co-operative buying and selling organization which was formed a few weeks ago. Mr. Wessels found it necessary to devote his whole time to his other interests in connection with the National Association of Retail Grocers and of the Grocery and Allied Trade Press.

♦♦♦
CAPPER CANDIDATE FOR GOVERNOR

Arthur Capper, publisher of the Topeka *Daily Capital* and *Farmers' Mail and Breeze*, has announced that he will be a candidate for the Republican nomination for governor of Kansas at the primary next year. The announcement has been favorably received by many Kansas papers.

♦♦♦
The "Yours Truly" campaign has struck New England and through the press of the large cities all New Englanders have been invited to wiggle their third fingers. The denouement came with the Boston *Sunday American* of June 18. All New England was invited to lunch with Yours Truly, and a coupon was attached to the full-page invitation, good at any grocer's for a can of Yours Truly Pork and Beans.

H.E. LESAN ADVERTISING AGENCY

We would be judged by
all as we are judged by
those whom we serve

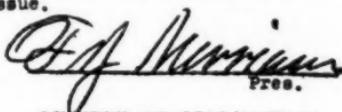
General Offices
381 Fourth Avenue
New York

Branch Office
Old Colony Building
Chicago

STATE OF GEORGIA

COUNTY OF FULTON:

Personally appeared before me F.J. Merriam, President, of the Southern Ruralist Company, to me well known, who upon oath deposeth and sweareth that the average circulation of the Southern Ruralist, a semi-monthly, agricultural paper, published in the City of Atlanta, beginning with the June 1st issue, 1910, and ending with May 15th issue, 1911, was 125,625 copies each issue.


F.J. Merriam
Pres.

SOUTHERN RURALIST COMPANY.



Is sworn to and sub-
scribed before me

this 30th day of May, 1911.


Gordon F. Mitchell
My commission expires Oct 17 1914

Summer Advertising Pays in *New England!*

The "dull summer months" of other sections are, in many New England cities, transformed into the liveliest selling months of the year!

Sixty Millions of Dollars are spent in New England each year by Summer Visitors (estimate of the statistical department of the Boston and Maine Railroad).

This money is, in large part, distributed among New England cottage-owners for rentals, among New England "help" for wages and among New England farmers for food products—and eventually a goodly percentage of it finds its way into New England's retail stores where it is used for the purchase of goods like YOURS!

These people, who get this Summer money, read the Local Daily papers of New England.

Do you want your share of it?

*Ten good papers—all Trade-Winners—
in "All-the-year-round" New England!*

<i>Salem, Mass., News</i>	<i>New Bedford STANDARD AND MERCURY</i>
<i>Lynn, Mass., Item</i>	<i>Burlington, Vt., Free Press</i>
<i>Springfield, Mass., Union</i>	<i>New Haven, Ct., Register</i>
<i>Worcester, Mass., Gazette</i>	<i>Waterbury, Ct., Republican</i>
<i>Portland, Me., Express</i>	<i>Meriden, Ct., Record</i>

**Advertising Novelties and
Specialties**

Names and addresses of manufacturers or distributors of articles mentioned under this heading will be gladly supplied to PRINTERS' INK readers if correspondence is addressed to The Novelty & Specialty Department, Printers' Ink Publishing Co., 12 West 31st St., New York.

London *Tit-Bits* is the authority for the statement that an airship in Berlin has been placed in commission as an advertising attraction. The airship is now cruising every evening over the chief streets and, from the car, illuminated advertising signs are projected by lantern onto the envelope. Large crowds watch the changing signs, which represent some thirty firms.

A concern manufacturing medical preparations is working out a novel paper weight which is to be distributed among physicians. It is a flat disk of polished brass about three inches in diameter and fitted with a small upright knob in the center. It is claimed the weight is a departure in work of this character, however, as the face carries an etched design, with a background finished in old rose with the name of the company arranged in scrolls.

A new twist has been given to key ring advertising by attaching a flat metal shoe, one end of which carries a bottle opener.

The Bromo Seltzer Company is distributing by mail and through druggist dealers, flat needle cases which are cut-out enlargements of reproductions of the well-known bottle in which the company's goods are sold. Each case contains a paper of pins as well as needles. A twelve-month calendar is printed on the inside.

Folding paper cups can be secured in what is known as a vest-pocket size. In shape they are like a small envelope open at one end. On the back, the overlapping flap serves as a "fin" to open up the cup. Waxed paper is used in manufacturing the cups.

Shoe manufacturers are distributing through their local agents a "chirper," such as boys delight to operate in school, made in the form of a shoe. A strip of metal representing the tongue, when pressed downward, makes the noise.

The list of articles used as gifts in "personal appeal" advertising is a long one, but it is not generally known that it includes insurance policies. A number of concerns with a limited list of customers have presented each with an accident insurance policy. There are agents who make a specialty of handling this class of business.

In Worcester, Mass.

The "Gazette" Leads!

all Worcester papers

**in amount of
display adver-
tising carried**

during the entire year of 1910, and during the first five months of 1911.

Worcester's merchants know that the Gazette's concentrated circulation brings the buyers!

"Largest Circulation of any evening paper in Massachusetts outside of Boston."

JULIUS MATHEWS, Representative

Feister-Owen Press

Philadelphia Milwaukee

SPECIAL EQUIPMENT

FOR PRINTING

**Almanacs
Booklets
Catalogs
Circulars**

IN

Large Editions

**PROCESS COLOR WORK
AND LITHOGRAPHY**

**Inquire about our Distribution
and Sampling Service**

**"UNTRUE ADVERTISING"
CASE IS GOOD PRECE-
DENT, DESPITE
SETBACK**

ARREST OF JUDGMENT ORDERED IN RE-
GARD TO NEW YORK RAINCOAT
DEALER, PREVIOUSLY CONVICTED, IS
PURELY ON A TECHNICALITY,
WHICH DOES NOT AFFECT THE
MERITS OR SIGNIFICANCE OF THE
CASE

The conviction of Frank C. Gevin in New York City—the first conviction of an advertiser for the offense of procuring the publication of an untrue and misleading advertisement, as described in PRINTERS' INK on May 4, has been followed by the issue of an order for an arrest of judgment by the defendant's counsel.

The decision in the Gevin case is made on purely technical grounds. It has been appealed by Assistant District Attorney Stryker, who has had the case in charge, and there is good ground for believing that the decision will eventually be reversed. The only question at issue now is one of criminal procedure. The court in granting the motion for arrest of judgment expressly says that it did not "consider the merits of the controversy or the facts involved."

Win or lose, therefore, the precedent established by the earlier judgment of the court stands unaffected. It has the same force as if it had been final. It is a triumph for the moral sense of the community.

How reasonable this view is will be seen from the nature of the contention on which the arrest of judgment has been granted.

Frank C. Gevin is doing business in New York City as proprietor of two raincoat stores. In May last year he advertised a sale of raincoats in the New York *Herald*, and said in the advertisement that the raincoats had been bought from the United States Customs authorities at seizure sale. This was untrue. The defense produced no witnesses and

offered no evidence. It rested on the testimony of the People, counsel claiming that the facts presented did not constitute a misdemeanor within the meaning of Section 421 of the Act of 1904, amended in 1908,—quoted in PRINTERS' INK of May 4.

The Court of Special Sessions before which Gevin was tried pronounced a conviction. The defense offered the motion for arrest of judgment.

The court reports in regard to this motion, as follows:

"The information charges that the alleged criminal acts were committed by defendant in the county of New York. The proof, however, fails to show that the publication known as the New York *Herald* was printed and issued on the day in question in the county of New York.

"The defendant now bases his argument in arrest of judgment on the sole proposition that this important and necessary allegation of the information is wholly unsustained by proof of any kind."

This contention is upheld by the court, which says that "at criminal law in general and in courts of inferior jurisdiction in particular the prosecution * * * affirmative proof of every essential allegation in the informative must be placed on record at the trial."

The district attorney cited several cases to the effect that this objection now made should have been urged in the first instance at the trial and cannot regularly be presented on a motion in arrest of judgment.

The court, however, finds that these adjudications were in every instance rendered by courts of superior and general jurisdiction, and not by courts of inferior and limited jurisdiction, into which class the Court of Special Sessions falls.

The court concludes: "These views make it unnecessary to consider the merits of the controversy or the facts involved."

The precedent, therefore, has been established—the commission of the acts charged, do, if proved, constitute a misdemeanor and are punishable.

OFF THE STREET CLUB PROFITS

Between \$4,000 and \$5,000 was realized for the benefit of the Off the Street Club at Comiskey Park, Chicago, as the result of the field day and ball game staged by the Chicago Advertising Association, and the Advertising Agents and Publishers' Representatives, the former winning the swat fest with the score 11 to 9.

Rain, which fell throughout the afternoon, held down the attendance, and as the result the charity workers were forced to be content with a smaller purse than was taken in at the 1910 benefit. Representatives of all the local advertising houses were present to root.

In addition to the ball game and field trials members of the Boy Scouts entertained with a drill, marching and counter-marching to the music of the *Daily News* band.

OTTAWA BUYING SPACE

The city of Ottawa, Canada, has a four-page insert in the July *Munsey* descriptive of its opportunities for the manufacturer and workman. The possession by the city of the "finest water-power available within any municipality in America," insuring cheap hydroelectric power, would doubtless have remained comparatively unknown for years, and makes one wonder how many other municipalities and sections have features similarly unique. The article is by Foster Gilroy, of the *Munsey* promotion department. It is one of the largest pieces of municipal advertising ever run in a single issue of a standard monthly.

CHECKING SUBSTITUTION

Agents of the internal revenue service have begun a campaign to stop a practice which is said to be growing among retail cigar dealers of refilling boxes that contained imported cigars with cigars of an inferior brand. The agents recently visited six places in New York City and seized hundreds of boxes containing cheap domestic cigars which were sold as imported.

The information upon which the seizures were made was furnished by the Trade-Mark Protective Company.

GLEN BUCK TO STUDENTS

Glen Buck, formerly advertising manager of the Buck Stove Company, St. Louis, and now engaged in the advertising business in Chicago, spoke at the first annual banquet of the Students' Advertising Club of the University of Wisconsin, on "The Science of Advertising." The club now has a membership of 110.

ADVERTISING COMPANY INCORPORATED

The Edward C. Plume Company, of Chicago, has been incorporated with a capital of \$35,000 to do a general advertising business, by Mabel E. Moline, M. H. Stewart, Louis J. Behan.

**An
"All-the-Year"
Paper!**

Portland, Maine's, beautiful island-dotted harbor attracts thousands of Summer visitors.

Portland's progressive merchants maintain full stocks of all kinds of desirable merchandise.

The Summer months are the busiest selling months of the year in Portland.

Advertisers' space in the

**Portland (Me.)
Express**

Pulls all-the-year-round!

JULIUS MATHEWS, Representative

**Motor
Truck
Accounts**

Agencies making up lists for fall advertising for motor trucks should regard the service rendered this great industry by the Monitor's editorial treatment which is consistently calling its readers' attention to the economy and convenience of motor trucks for commercial purposes. It's a great thing to have advertising endorsed by editorial policy. To any national or local campaign the Monitor will add strength. Twenty-five cents an agate line.

**THE CHRISTIAN
SCIENCE MONITOR
BOSTON, MASS.**

A daily newspaper for the homes of the English-speaking world.
Four Editions.

**You Reach the
Oil and Gas Man's
Pocketbook Through
the Oil and Gas Journal.**

Any legitimate proposition will reach the oil and gas man quickest and surest through

**The Oil and Gas
Journal**

It's the only authoritative trade paper on industrial oil and gas.

5,000 read it weekly. All have money to spend for good things. Write for rates and further information.

**THE OIL AND GAS
JOURNAL**

ST. LOUIS, MO.

**The Southern
Farm Advocate**

THE only Farm Journal published in Memphis, the metropolis of the rich delta section of the Mississippi Valley.

It reaches the people who are interested in improved farming and have the money to buy.

PAUL BLOCK
SPECIAL REPRESENTATIVE
250 Fifth Avenue
NEW YORK
Steger Building 24 Milk Street
CHICAGO BOSTON

CENTRAL A. A. C. A. HOLDS BIG CONVENTION

The Central Division of the Associated Advertising Clubs of America chose these officers at its third annual convention, held June 15 and 16 at Grand Rapids, Mich.: President, L. C. Covell, The Macey Company, Grand Rapids; vice-presidents, A. R. Wellington, Milwaukee, and L. H. Martin, Cincinnati; Secretary, H. H. Stalker, Toledo; treasurer, W. W. Hudson, Indianapolis. Executive committee, Charles D. Emory, Chicago; E. J. Simons, Grand Rapids; Jans C. Petersen, Traverse City, and Byron A. Bolt, Chicago.

Toledo was chosen as the place for holding the next annual convention.

The convention, meeting 250 strong, was cordially welcomed by Mrs. Covell, former president of the Grand Rapids Advertisers' Club and vice-president of the divisional organization.

William Clendenin, campaign manager of the Kastor agency of St. Louis and Chicago, and widely known as the director of municipal advertising campaigns, responded. He brought greetings from the southwestern division to the central and said the South and the Southwest are making splendid strides forward in the art of good advertising. He displayed the beautiful silver loving cup offered by the St. Louis Club to the club making the best showing of results at the Boston national convention. President S. B. Quale, of Chicago, presided at the sessions.

Edward Hurton of the Hollenbeck Press, Indianapolis, in the afternoon gave an address on "Typography" illustrated with blackboard sketches, and W. W. Hudson, of Indianapolis, led in the discussion.

L. H. Martin, advertising manager of the Globe-Wernicke Company of Cincinnati, followed with an address on "The Manufacturer and His Advertising Problems."

Special cars were taken for Ramona and the members of the convention carried coupon tickets good for every show, side show and concession at the lake. In the evening there was a theater party at Ramona.

On Friday Byron A. Bolt, of Chicago, president of the Chicago Salesmanagers' Association, discussed "Salesmanship and Its Relation to Advertising," and suggested that advertisements should be so worded as to guide the salespeople in their work, expressing the talking points of the goods to be sold.

Lewis H. Clement, of Toledo, president of the Piano Dealers' Association of America, read an address on "The Value of the Manufacturers' Advertising to the Dealer."

In the afternoon H. Walton Heegstra, advertising manager of the John V. Farwell Company of Chicago, discussed "The Retail Merchant and His Advertising"; Herbert S. Houston, of Doubleday, Page & Co., New York, chairman of the national education committee, told of "The Clubs and Their Educational Work."

The banquet in Press Hall was such a function as the city had never seen.

The hall was a bower of beauty with flowers, palms and flags. The programme was unique with an outer cover of etched brass and inner pages of matrix and color pages. It represented a combination effort to illustrate the city's printing resources. There will be many souvenirs, the Grand Rapids Club offering a mahogany paperweight.

A. H. Vandenberg was toastmaster and the speakers were Melville E. Stone, general manager of the Associated Press; Gov. Chas. S. Oshorn, of Michigan; Elbert Hubbard, of East Aurora, N. Y., and Congressman Victor Murdock, of Kansas.

WOULD SIT ON "FREE AD FIENDS"

"The free advertisement fiend must be set upon all down the line," said J. P. MacKay, business manager and treasurer of the Toronto *Globe*, in his presidential address to the Canadian Press Association June 20, "from the big manufacturing corporation which is too busy to advertise, but which always has an item of news to hand out about a big shipment of goods to New Zealand or elsewhere, to the professional gentlemen who have taken away their brother's means of livelihood for the crime of issuing a dodger about his gripe cure, but who never fail to let the editor know that he had 'resumed practice at 64 Blarney street after spending a few weeks with his wife at Atlantic City.'

"This is one of the crying evils of newspaper work to-day and for its existence we must take a large share of the responsibility ourselves.

"We are prepared to make sacrifices for our country and for our community at all times, we need not be niggardly in our relations to the churches and the charities, but let us in our business life be at least self-respecting enough not to be made the tools of wealthy and self-seeking men, men who will turn away from us and laugh at newspapers as 'easy prey.'

A symposium on advertising was one of the features of the meeting. Addresses were given by W. E. Smallfield, W. Findlay, Ottawa, and W. J. Taylor, Woodstock, Don C. Seitz, of the New York *World*, addressed the meeting in the afternoon.

TOP OUTSIDE CLUB'S PLANS

The Top Outside Club, of New York City, held its monthly luncheon and meeting June 21 at the Hotel Latham. The club is an organization of advertising agency and magazine men designed to improve the relations between the publishers and the advertisers' representatives. The interesting programmes will be continued in the fall with addresses by men prominent in both fields.

Louis Rosenberg, advertising manager of the Greenhut-Siegel Cooper Company stores, New York, sailed for Europe June 20. While abroad he will make a study of advertising conditions in England and France.

The Newspaper Situation in Connecticut's Largest City

In New Haven, are five dailies—two morning and three evening.

Of the three evening papers, two are one-cent and The Register is two cents.

The Register at Two cents has the LARGEST Circulation!

—of any of the New Haven papers, one-cent or two-cents.

The Register carries the most display advertising by 20 to 30 columns each day, and by far the most Classified ads.

More Results can be obtained by advertising in the Register, than the same money will produce

in any other New Haven paper, or combination of papers.

JULIUS MATHEWS, *Representative.*

Largest Advertising Gain of Any Chicago Morning Paper

During the Month of May, 1911

The Chicago Record-Herald

Gained in Advertising Over May, 1910

129 Columns

This establishes the highest record for advertising during the month of May in the Chicago Record-Herald.

EASTERN OFFICE:
710 TIMES BUILDING,
NEW YORK

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1206 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLER, Associate Manager.

St. Louis Office: Third National Bank Building,

A. D. MCKINNEY, Manager, Tel. Main 1151.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.
WALDO P. WARREN, Managing Editor.

New York, June 29, 1911.

Fighting Shadows

The irresponsible person calling himself "The Advertisers' Protective Association," and who issued, from a fictitious address, a circular attacking Dr. Harvey W. Wiley, appears to have done considerable harm to the cause of advertising. PRINTERS' INK, from the first, ridiculed the proposition and urged that no undue importance be attached to the incident.

We are particularly sorry to see such an influential publication as the *Outlook* completely fooled by this absurd circular emanating from nobody knows whom. Under the title, "A Bribe to the Press," the *Outlook* of June 17 devoted a lengthy editorial to a denunciation of this so-called "Association." That would not be so bad if the editor, in his unnatural resentment, had not taken a fall out of advertisers in general. The impression con-

veyed by the *Outlook* editorial to the layman reader is that money which *should* be spent in improving the quality of goods is now going into advertising,—leading the public to infer that because an article is advertised, therefore it must be inferior. This may not be the editor's intention, but how else can you interpret the following paragraph?

What an oppressive government is ours, in which the innocent manufacturers of food, beverages, and drugs are compelled to organize to protect themselves against its malice—a malice which pervades alike all departments, legislative, executive, and administrative! And what a profitable business is this of manufacturing foods, beverages, and medicines, so profitable that the manufacturers can afford to expend every year one-quarter of their entire capital in advertising their wares! One wonders how much is put into their much-advertised wares, and how much is extracted from the pockets of a public induced by their advertisements to buy these wares.

The fool circular which so arouses the *Outlook*'s wrath addressed this question to publishers:

If this condition of affairs is not changed, it will result in greatly cutting down the support you receive from the manufacturers of almost numberless Foods, Beverages, and Proprietary or Patent Medicines, and the question presents itself: Will you and your paper stand for such a condition?

Remembering that this comes not from an "association," but from some piker who did not even hire the lock-box which he gave as his address, how uncalled for seems the following retort:

The *Outlook* answers, Yes! We will, and do, stand for such a condition. We rejoice to be assured that the Pure Food Law has so seriously cut down the sale of foods, beverages, and proprietary or patent medicines sold by a combination whose draft on the public purse is indicated by the fact that it can afford to expend every year a quarter of its capital in advertising its wares, and whose moral standard is indicated by the fact that it openly seeks to buy the support of the American press by sharing with the press its profits.

It is true that the *Outlook* adds in somewhat ironical vein: "It is due to the manufacturers of foods, beverages, and proprietary or patent medicines to say that they are not all in the Advertisers' Protective Association."

We should say not! If the editor can produce a single ad-

vertiser in this "association," PRINTERS' INK will award him a handsome prize.

But the harm lies in the *Outlook* conveying the suggestion that advertising is *an expense* and therefore quality has to be sacrificed to pay for it. As a matter of fact, advertising is *an economy*, because it vastly enlarges the market, securing a greater sale than can be obtained by any other plan. Advertising, when wisely and successfully conducted, *reduces* the selling cost per unit. It is unfortunately true that distribution cost has always borne too high a ratio to manufacturing cost. But modern scientific methods (among which advertising holds high economic rank) are gradually cutting down the cost of getting a given article into the hands of the ultimate consumer.

Of course, these facts are all well known to the technical audience addressed by PRINTERS' INK. But it is different with the *Outlook's* readers, and the editorial is particularly unfortunate because the utterances of this publication are generally regarded as sound and carefully thought out.

It is to be hoped that something will be done to correct so damaging an impression, and that next time an advertising question comes up in the *Outlook* office, the editor will first take counsel with his own advertising manager, Frank C. Hoyt, who has had many years of experience in the advertising business and could have posted him as to the real facts. When you have an expert on a certain subject in your own office, it is at least prudent to avail yourself of his specialized knowledge.

PRINTERS' INK says:

The biggest problem of the age is more economic distribution.

PRINTERS' INK says:

Brevity is sometimes like viewing scenery from an express train—it leaves you with a hazy impression.

Label Lies and a Remedy

President Taft, in sending a message to Congress urging amendments to the Pure Food law so as to cover the matter of printing willful lies on the labels of patent medicines, said:

"An evil which menaces the general health of the people strikes at the life of the nation. In my opinion the sale of dangerously adulterated drugs, or the sale of drugs under knowingly false claims as to their effect in disease, constitutes such an evil and warrants me in calling the matter to the attention of Congress."

"Fraudulent misrepresentations of the curative value of nostrums not only operate to defraud purchasers, but are a distinct menace to public health. There are none so credulous as sufferers from disease. The need is urgent for legislation which will prevent the raising of false hopes of speedy cures of serious ailments by misstatements on which the sick will rely while their disease progresses unchecked."

The message continues:

"The shameful fact is that those who deal in such preparations know they are deceiving credulous and ignorant unfortunates who suffer from some of the greatest ills to which the flesh of this day is subject."

"Prior to the recent decision of the Supreme Court . . . nearly one hundred criminal prosecutions on this charge (misbranding) were concluded in the Federal courts by pleas of guilty and the imposition of fines."

Paltry fines, of course, that could be paid for out of one day's profit without missing the money.

But to go on:

"More than one hundred and fifty cases of the same nature, involving some of the rankest frauds by which the American people were ever deceived are pending now and must be dismissed."

"I fear if no remedial legislation be granted at this session that the good which has already been accomplished in regard to these nostrums will be undone, and the people of the country will be deprived of a powerful safeguard against a dangerous fraud. Of course, as pointed out by the Supreme Court, any attempt to legislate against mere expressions of opinion would be abortive; nevertheless, if knowingly false misstatements of the fact as to the effect of the preparations he provided against the greater part of the evil will be subject to control."

"The statute can be easily amended to include the evil I have described. I recommend that this be done at once as a matter of emergency."

So far, so good. Perhaps every honest-minded person in the coun-

try agrees with the President's sentiments and hopes that an amendment will be framed to take the lies off the labels.

But legislative action should go further than that. Granting the most stringent legislation forbidding lies on labels, it would still be possible to print advertising lies about nostrums and scatter them to the four winds through printed matter in the mails or pamphlets distributed by hand or through such publications as are still willing to sell their space to what the President has called "some of the rankest frauds by which the American people were ever deceived."

There has been a wonderful cleaning up of publications from this sort of advertising during the last few years and some publications have excluded such things for many years. But this action has been taken because of a budding conscience on the part of publishers rather than because of any legal restraint. There are still many publishers whose consciences have not budded and there are many printers who will print anything that they are paid to print.

Whatever responsibility, however, there is resting on the publisher and the printer to stand guard over the public good by refusing to become a party to fraud, a still greater responsibility rests upon the advertiser who knowingly works to get his lies printed in spite of the watchful eye of the publisher.

The heavy hand of the law should come down with its weight on the respectable criminal who willfully causes known lies to be printed, and it should not be left entirely to the publisher or printer to sit in judgment on the ethics involved. It is requiring him to carry more than his just share of the burden.

The difficulty seems to be in drawing the line between a white lie and a black one, but, gentlemen of our legislative bodies, something must be done to reach and remedy this evil, or any other legislation, although highly ameliorative, will be practically futile.

Soliciting at Random

Every man who ever bought space in publications, or who was known to have any remote connection with the buying of space, knows how much valuable time is consumed granting interviews to solicitors who wish to sell him space. And he also knows that a few moments' thought might have convinced the solicitor that the solicitation would be useless owing to the nature of the case. But having nothing to lose except his time, and the house is paying for that, the solicitor feels that he can afford to take a hundred-to-one shot—at the expense of the other man's time. If there were only a few publications doing this it wouldn't matter so much, but when there are thousands and thousands of publications—to say nothing of the many other classes of mediums—any one of which is liable to demand a share of the time of any advertising man at any time (preferably at the end of the first paragraph of his letter or advertisement) the situation becomes a serious one for the advertising man. To see all comers and let them talk as long as they like would mean that the advertising man would not have enough time left to cash his pay check—much less earn it.

What can be done about it? Shall advertising men hedge themselves about with brass-buttoned attendants to stand guard over their precious minutes, or shall they do something to educate the publishers' representatives to stop and consider the real fitness of their publications for the proposition in question before asking for half an hour out of the heart of a busy man's day to hear him explain how utterly impossible it is to buy the space offered? Isn't there a remedy that is fair to both sides?

PRINTERS' INK says:

Compete with your possibilities instead of your neighbor; your neighbor may be setting too slow a pace.

The Cork and the Whale

A little cork fell in the path of a whale
Who lashed it down with his angry tail.
But in spite of his blows
It quickly arose
And floated serenely before his nose.

Said the cork, "You may flap and sputter
and rap
But you can never keep me down.
For I'm made of the stuff
That is buoyant enough
To float instead of to drown."

There's a bit of buoyant youthfulness
in every decent man which the heaviest
cares will not submerge. You can't
drown out a manly man's "boyfulness."
St. Nicholas appeals to this spirit of
perpetual youth in fathers and mothers
as well as in the younger ones. They all
put their heads together in mutual en-
joyment of its sparkling pages. In fact,
St. Nicholas is always one of the family.

Get into the heart of the family.

DON M. PARKER
Advertising Manager

**Recent Decisions of Interest
to Advertisers**

Advertising in Payment of Transportation.—The United States Supreme Court has sustained the decision of a lower court in Illinois wherein it was held unlawful for a carrier to accept advertising in lieu of payment for transportation over interstate lines for a publisher, his family or his employees. The decision makes it clear that such arrangements are violations of the act and amendments that prohibited the furnishing of transportation over interstate lines for any compensation that is different or less than that specified in the carrier's published rates.

This opinion also makes it clear that, though a state may enact a statute authorizing the exchange of transportation for printing and advertising, such statute must give way, so far as interstate commerce is concerned, before the Federal Act and its amendments, which regulate interstate commerce.

Action on Contract to Insert Advertising.—According to decision of the New York Supreme Court, if a contract is entered into to publish certain advertisements monthly, payments also to be made monthly, if payments be not made as agreed, the publisher may rescind and recover the amount due up to the date that service was discontinued by him.

Newspaper's Good Will and a Wife's Title.—If the owner of a newspaper sells his property with its good will and agrees not to publish another newspaper in the same county, the two agreements are valid part of the one contract, says the Court in the case of *McAuliffe vs. Vaughan* (70 S.E., 322). In this case, the defendant, though contract was entered into under seal in his own name, made the defense in later proceedings that the property was his wife's. It was held by the Court that such defense was not good.

Unauthorized Use of Child's Picture in Missouri.—A Missouri statute holds that it is libel to publish in such a way as to expose one to public hatred, contempt or ridicule. Recently in that state a child's picture was published, without consent, along with the statement that, "Papa is going to buy Mama an Elgin watch for present, and some one (I must not tell who) is going to buy my big sister a diamond ring, so don't you think you ought to buy me something." The Missouri Court of Appeals has held that this is exposing the child to ridicule to the extent that it becomes libelous under the law, notwithstanding that the advertisement may have been published to aid business.

Municipal Advertising Bills Not Current Expense in Minnesota.—The St. Paul (Minn.) charter gives authority for "current and incidental expenses," but an opinion rendered in a recent action is to the effect that such phraseology was intended to cover only

the "reasonably necessary expense," and that advertising the city does not come within that classification. Therefore, advertising bills had to come out of the contingent fund for promoting the welfare of the city.

Solicitor Must Have Authority to Agree Not to Accept Other Advertising.—A New York Supreme Court decision makes it clear that before an advertiser has a right to regard a solicitor's oral agreement not to run certain other advertising in the same medium in which the advertiser's copy is to appear he must know that the solicitor, as the space-controller's agent, had the authority to make such an oral agreement. In the same case, the Court held that specific performance of such a contract would not be compelled if such specific performance would require the space-controller to break a contract previously made in good faith with another advertiser.

Watch Out For Revised Agreements About Payment.—If goods are purchased on a contract that they are to be paid for as used or when used and not until then, and the purchaser afterward requests a definite extension of time and agrees to make payment at the end of that definite time, he cannot afterward revert to the original agreement to pay for goods when used. The new agreement has taken the place of the original agreement, says the Court in a Pennsylvania decision.

Quality of Goods Delivered on Installment Contract.—Though a purchaser of goods to be delivered on the installment plan may have received certain installments, he may revoke his order if later deliveries do not come up to the contract, even though subsequently other goods may be tendered that are up to the standard contracted for.

In the same opinion it is made clear that, though sale may be made by sample, the seller is not relieved from the obligation to deliver goods in strict accordance with description, where goods are of such nature that an imitation might be substituted and not be discovered by ordinary inspection. In such a case, says the Court, it is admissible to produce expert testimony to show that the substituted goods are so nearly like the goods called for that ordinary inspection would not reveal the substitution—that this testimony is good as against the seller's claim for damages on account of the buyer's refusal to receive further installments. (*Ungerer & Co. vs. Maull Cheese and Fish Company*).

Consignee Not Necessarily Obliged to Store "Trust" Goods.—If one to whom goods are sent, on the agreement that the sender will take them away, on notice, if they are not satisfactory, all that the receiver need do, says the Court, in a Pennsylvania case, is to notify the sender and demand removal—that it is not incumbent on him to remove the goods to a public storage place.

Sometimes Printed Statements Are Not Actionable Guarantees.—Though an order blank may show a printed statement that goods are tested thoroughly before leaving the factory and that

any imperfections that appear within a year will be made good, unless this statement is made a part of the contract, the manufacturer is no more liable than he would ordinarily be in the absence of such a statement. This extract from a recent suit over an automobile demonstrates the need for discriminating between mere "trade talk" and definite guarantees that are a part of the contract.

Commission Earned, Though Agent Not Present.—A real estate agent found a prospective purchaser who was able and willing to buy, and introduced him to the principal; the commission is held to have been earned, though agent may not have been present at the transfer. (Sublette vs. Lowe, 133 S.W.W. 127.)

D. C. McCANN IN RICHMOND

D. C. McCann, formerly of the Ben B. Hampton Agency and Federal Advertising Agency, and more recently with the advertising department of *The Woman's World*, New York City, has joined the advertising forces of the Freeman Advertising Agency, of Richmond, Va. ♦♦♦

DANGER OF "SAVING"

There are two ways to spend money for business-getting literature—one way you get something; the other way you think you save something.—"Ad-Prints," E. E. Vreeland, New York.

WHY ADVERTISE IN *The Farmer's Advocate and Home Magazine?*

BECAUSE

- 1st. The Farmer's Advocate and Home Magazine is the foremost journal of its class in the Dominion, whether you consider its age (now in its 46th year) or its good name in the 33,000 thrifty homes of this country.
- 2nd. The wealthiest and most progressive farmers of Canada read the Farmer's Advocate, as is evidenced by their liberal patronage of its advertisers.
- 3rd. Advertisements in the Farmer's Advocate must produce results, otherwise the number of columns of advertising space would not so increase as they do from year to year. In 1905 during the period from January 1st to April 30th, there were 1176 columns, in 1910, same period, 1323 columns, and in 1911, same period, 1399 columns.

Let us hear from you now.

London

THE WILLIAM WELD CO., Limited

Canada

MANUFACTURERS—JOBBERS INTEREST YOUR SALES MEN

and your dealers' clerks in keeping track of their sales day by day. Get them to watch their records and you will find it will pay you in increased business.

Our Sales Record as shown in the cut is a handy account book ruled for daily, monthly and yearly footings, for five successive years; also contains calendars for 5 years and several pages for memoranda. Handsomely bound in leather and fits into the vest pocket. We print your advertisement on the inside cover and stamp your business card in gold leaf on the outside cover. 1000—24½ cents each, 500—25 cents each, 250—28 cents each, 100—35 cents each.

Sample copy mailed for 50 cents. Money back if you don't want it.

THE O. G. WILLIAMS MFG. CO., Publishers.
318-320 W. Washington St., Dept. A.,
Chicago, Ill.





**Your Merchandise
Illustrated on
Post Cards**

In colors by an

Expert Color Artist
will supplement your advertising campaign and

Clinch Many Orders
otherwise lost.

Shall we write giving details or
may our special representative call?

The American News Co.
Post Card Department
9-15 Park Place New York City

**VALUE MAY DEPEND ON
MEDIUM**

TORONTO, June 13, 1911.

Editor of PRINTERS' INK:

In your issue of June 1, under the caption "Which Is the Best—Direct or Indirect Appeal," you consider the relative merits of two Shredded Wheat advertisements appearing in the current magazines, and ask for expressions of opinion from your readers as to which is the better.

The ad portraying the winsome bride in the traditional costume of veiling, orange blossoms with a shower bouquet, is obviously intended to appeal to the readers of women's publications, while the other ad showing the breakfast table set with a dainty dish of Shredded Wheat and strawberries with cream and sugar being placed in magazines with a more general following.

Aside from the question of classification, the layout with the bride picture is not only more appropriate, but it connects more closely with the subject matter and forms an attractive, consistent and integral part of the whole. Besides it also possesses the rare and distinct advantage of conveying to every woman a subtle, direct and irresistible appeal. And women as we know are the chief purchasers of this product:

"From the maiden of bashful fifteen
To the widow of fifty
To the flaunting extravagant quean
And the housewife that's thrifty."

There's not one whose wandering attention would not be arrested and fixed by this alluring and charming picture of feminine loveliness in bridal array, whose mind will not revert involuntarily to romantic and sentimental associations that naturally group themselves around this joyous and never-to-be-forgotten event in a woman's life.

There is something, too, so fundamentally human and compelling in the appeal of this advertisement that it must have engaged the interest of every woman who saw it.

In addition to these essential and persuasive qualities, the "smack" which Mr. DeWeese deems so requisite in food advertising is taken care of by an illustration of a tempting, mouth-watering dish of Shredded Wheat with strawberries and cream as a sort of parting reminder of its infinite possibilities as an appetizing breakfast dish.

While it may be admitted on the whole that the bridal advertisement has slightly the better of it from a strictly professional viewpoint, still I think that it may be safely predicted for these two excellent advertisements that they will each receive the greatest degree of attention from readers of the respective publications in which they appeared.

Judged on this basis they stand, in my mind, about equal.

Sincerely yours,
WILLIAM G. COLGATE.

The Little Schoolmaster's Classroom

One of the familiar rules of advertisement-contracting is that the human figure adds to "interest quality" when it can be introduced logically, particularly if the figure is that of a pretty woman or youngster.

The head of one of the best copy-writing concerns in America is responsible for the statement that—"No human interest is so strong as humanity itself. We are attracted by the human and turn from everything else to regard it."

A few years ago a copy man would have been thought to have poor judgment if he had advocated clothing copy without the usual human figure stuck up in-

side of the clothes. Even a hat had to be shown on a head. Everybody in the business of preparing advertisements to sell clothes seemed to think that the human figure had to go in, no matter how much valuable space it took up. The result was a great many sporty and snobbish looking young men in clothing pictures—a good proportion of them being "impossible" in the eyes of the conservative dresser; and the pipe, the bulldog, the race-track scene, etc., have all been worked almost to death.

It is a rare rule that has no exceptions. After all, what are men who are interested in clothes most interested in? The answer

New York Addressing and Mailing Dispatch

FAC-SIMILE TYPEWRITTEN LETTERS REPRODUCED

Addressing of Envelopes, Wrappers, Postal Cards, Etc. Folding, Enclosing and Mailing. Envelopes Addressed and Filed in by Typewriter

Compilers of Original Mailing Lists of Automobile Owners

Delivery of Circulars, Catalogs, Pamphlets, Price Lists, Calendars, Samples, Packages, Etc., addressed or unaddressed, in Greater New York. Telephone, 4046 Beekman

Dispatch Bldg., 43 Fulton St., New York, N.Y.

1847 ROGERS BROS. X S TRIPLE

"Silver Plate that Wears"

The famous trade mark
"1847 ROGERS BROS." guarantees the *heaviest* triple plate.



seems to be "clothes." And while it is true that the style shows off better when the clothes are on some one, it is also true that the human figure distracts a little attention and thus offsets some of its attracting value. Probably many men would agree that the most distinctive clothes they see are not those on forms in store windows but the coats that are hung up simply on hangers and the trousers that are thrown neatly over a fixture in the window of a good tailor; there you see the clothes and nothing but the clothes.

The Stein-Bloch Company has for some time been using a series of clothing advertisements that are minus the human figure and its usual accompaniments. One of this series of advertisements is shown here in greatly reduced size. Throughout the series, the reproductions of the clothing have been remarkably accurate and impressive. In some of them the reader could almost imagine he was looking at the real goods instead of at a picture.

The Schoolmaster was interested in learning why the Stein-Bloch Company decided to give the human figure a rest and in learning also whether the new series had shown results that proved the change in style of copy to be wise. The following two paragraphs are from the advertiser's reply to questions:

The still-life clothing illustrations in the Stein-Bloch advertisements have been used for two seasons, last fall and this spring. The illustrations this spring were better, the writer believes, than those of the fall for the reason that we had some experience to help us.

The results of using these illustrations were very marked. One advertisement which appeared in the *Saturday Evening Post* late last fall showed a heavy storm coat. We received more inquiries regarding that coat than all the other advertisements brought in during the whole season.

The interest which that particular advertisement aroused lasted away into the winter, and as late as February we got inquiries for this coat and orders for it from our dealers.

It is the writer's opinion that this form of illustration owes its sales value to two features: First, the fact that the illustrations are different from what has gone before; second, the opportunity of showing the actual clothes and their fabric. This latter point is very im-

portant. The experience we have had with these illustrations show us that they have a very strong sales value.

The Schoolmaster has always thought that women fitted in well in pictures of automobiles, for they suggest what pleasure a man can give his wife, his friends and himself if he owns a machine. They lend "atmosphere," as it were. But he has often looked at the Kelly-Springfield girl and



tried to discover what logical connection could be established between such a plain, matter-of-fact thing as an automobile tire and a pretty woman.

Is a man more likely to give attention to or buy a certain tire because he has seen the picture of a pretty woman sitting on it? The question stumped the Schoolmaster. He went back to a favorite method of solving: "ask the man."

The advertiser promptly referred the Schoolmaster's questions to his agents—one of the leading advertising agencies of America, and the following interesting reply came:

"The relationship between an attractive girl and an automobile tire is not a very close one—certainly not sufficiently close to warrant the use of such a girl in this connection for advertising pur-

poses. But the relationship between an article to be advertised and a design calculated to attract attention need not necessarily be close. There are, roughly speaking, two kinds of display. One is the kind that illustrates the article or some feature or some use of it. The other kind is a design that simply attracts attention in a favorable manner.

"This Kelly-Springfield automobile tire advertising is straight publicity. The maker of the Kelly-Springfield automobile tire has been making rubber tires for the past fifteen years. They have been advertised nearly that long. The name 'Kelly-Springfield' is familiar to everybody who ever drove a carriage, because since the beginning it has stood for the best vehicle tire manufactured. The name is a good name on a tire, and it is just as good a name on an automobile tire as on a vehicle tire. Therefore, the chief purpose of this advertising is to keep the name before the people and to remind people that it is the same name they have depended upon in the past in getting the best tires for their carriages.

"In view of this we have not felt it necessary to go into lengthy arguments relative to the construction of Kelly-Springfield automobile tires. What we have striven to do was first to secure attention and then leave an impression. The natural thing in an automobile-tire advertisement would be to show a cut of the tire, but a cut of a Kelly-Springfield tire looks just like the cut of any other automobile tire, and while such a cut might stamp the advertisement as an automobile tire ad it would do nothing else, and that, of course, is not enough. The advertising of automobile tires all shows a tendency to

**Leven
Advertising
Company**

Ben Leven, Pres.
**Majestic Building
CHICAGO**

Newspaper, magazine
and outdoor advertising.
Campaigns planned
and placed everywhere.
Complete and effi-
cient personal
service—"The
Leven Service."
Correspondence invited

**The Port Huron, Mich.
Times-Herald**

begs to announce the appointment of

FRANKLIN P. ALCORN

Flatiron Building, New York

and

F. W. HENKEL

People's Gas Building, Chicago

as its foreign representatives on and after

July 1st, 1911

12503 sworn daily average circulation
for 1910

**NATIONAL
ADVERTISERS**

have found in the

Southern Planter
RICHMOND, VA.

one of the cheapest and most effective mediums they use. Results are got at remarkably low cost. Try it this time.

**ESTABLISHED FOR
TWO GENERATIONS**

The German Weekly of National
Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 141,048. Rate 35c.

hitch up something in connection with the tire that will attract attention. Some show a huge tire with an automobile riding around on it as though it were a race course. Others show it as a frame for a motoring picture. Every advertiser seems impressed with the fact that showing a cut of a tire alone is not enough. They are right.

"The thing that gets an attractive young woman into an advertisement is this—that an attractive

people prefer to trade entirely because of her personality.

"The Kelly-Springfield girl has been lithographed lifesize and appears in the windows of all the Kelly-Springfield agencies. She has been sent broadcast throughout the country on post-cards, and in Philadelphia a guessing contest on her first name created a lot of interest and secured a lot of publicity that would not have been secured otherwise. This, of course, is indirect advertising but it all helps, and we feel, in view of everything, that the girl has justified her rights to the place she occupies in the magazine advertising."

* * *

In connection with this question it may be mentioned that about a year ago an engine manufacturer who was ridiculed because he used a girl engineer in his illustration instead of a man, came out with a statement to the effect that the girl engineer advertising not only brought several times as many inquiries but that the inquiries proved to be just as good as the average.

All of this goes to show that this business of attracting attention and making impressions is a pretty deep subject, one in which all are likely to get surprises now and then. But, then, if we could be as exact in advertising practice as we can be in mathematics, perhaps there wouldn't be half the fun in the work.

AD CLUB BROADENS INTERESTS

During "Rose Festival Week" in Portland, Ore., the Portland Ad Club had a "Signal" meeting at which addresses were delivered by A. H. McKeen, signal engineer of the Oregon-Washington Railroad & Navigation Company, on "The Automatic Block Signal"; William Bittle Wells, manager of community advertising for the same road, and the Southern Pacific lines in Oregon, on "The Value of the Automatic Block Signal from an Advertising Standpoint"; Frederick V. Holman, ex-president of the Portland Rose Society, on "The Rose as an Index to Civilization," and Ralph W. Hoyt on "What the Rose Festival Has Done for Portland."

WAKE UP!

Don't go about half asleep. Remember Aladdin—rub your lamps!—*The Idler.*

Kelly-Springfield
Automobile Tires

We laid the foundation for our Automobile Tire when making Vehicle Tires. The quality of our Automobile Tire justifies the reputation of our Vehicle Tire.

The writer can personally say that he used a set of Kelly tires for over eighteen months, and never had a moment of expense, and secured a mileage of over 12,000 miles, and the original tires are still running on the same car. They are made by the **C. G. Kelly Co., Inc.**

Brevity Kelly-Springfield Tire is your insurance. They cost no more than any first-class tire and are better.

Consolidated Rubber Tire Co.
New York, Chicago, Philadelphia, Boston,
St. Louis, Denver, San Francisco, Los Angeles, Cleveland, Atlanta, and
Akron, Ohio

young woman is something that attracts most people. The maker of automobiles shows the car amid pleasing surroundings, but he never by any chance shows the car filled with men; the women are always in the majority, and they are always as attractive as the artist can make them. The only purpose of the Kelly-Springfield girl is to draw attention to the Kelly-Springfield tire. She does it where merely a cut of a tire would fail. Mr. Cartmell (president of the Kelly-Springfield Company) states that this particular design has attracted more attention than any advertisement he has used for some time past. *This being true, the young lady is serving just as useful a purpose as is the attractive, well-gowned young saleswoman behind the counter with whom*

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. WALLACE & CO., 29 Murray St., New York City.

ADVERTISING AGENCIES

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING CALENDARS

1912 IMPORTED AND DOMESTIC CALENDARS. Any printer can get business with our line and make the dull summer months profitable. \$3.00 is all you have to invest, half cost of samples. PENN PAPER CO., 20 North Sixth Street, Philadelphia, Pa.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades leading journal. Write for rates.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

"CUBA OPPORTUNITIES" — the only monthly on the Island published in both Spanish and English. Circulates on every sugar-estate, tobacco plantation; is read by planters, fruit growers and truckmen, the rich producers and larger consumers of American goods. Subscription, \$1 per annum, 2 years \$1.50. L. MacLean Beers, Editor, Box 1170, Havana.

ASK THE SEARCHLIGHT INFORMATION LIBRARY, 341-7 FIFTH AVENUE, NEW YORK, ANYTHING YOU WANT TO KNOW. Millions of old, rare, and up-to-date clippings, articles, notes, records, books, and pictures; all topics from all sources; classified for quick reference. We Lend Material—Any Subject. We Conduct Investigations. We Write Books, Booklets and Articles. We Supply Photographs and Other Illustrations.

BILLPOSTING

8¢ Posts R.I.

Listed and Guaranteed Showing Good Locations
Mostly individual boards. Write for open dates
Standish Adv. Agency Providence R. I.

BUSINESS OPPORTUNITIES

WITH samples of my work as a lever, I often overturn deeply rooted doubts. FRANCIS I. MAULE, 401 Sansom St., Philadelphia.

COIN CARDS

CIRCULATION MEN!

Can you use original circulation ideas and schemes that are sure to pull results?

We can show you how to increase your circulation by the use of Winthrop Coin Cards.

A careful study of circulation methods places us in position to be of value to you.

Write us your proposition or send us a sample copy, and we will show you how more subscriptions can be gotten in less time and for less money. Write us for prices and partculars.

THE WINTHROP PRESS

Coin Card Department

419 Lafayette Street — New York, N. Y.

FOR SALE

FOR SALE — Comptons Electric Base Ball Board. The electric score board depicts every baseball play. Will be disposed of at a bargain. Best of reasons for selling. Address DISPATCH PRINTING CO., St. Paul, Minn.

HELP WANTED

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

WANTED — A Managing Editor, Night Editor and a first class advertising solicitor for a morning daily in a city of 125,000. Applicants will please submit complete credentials and complete statement of experience and salary expected. None but high grade men need apply. Address "M. E. L." care of Printers' Ink.

MISCELLANEOUS

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

POSITIONS WANTED

HAVE executive ability; am correspondent and detail man; familiar with rate cards; have done some soliciting; NOT a copy man. Highest references. Want immediate connection "M. R.," care of Printers' Ink.

YOUNG MAN with practical experience in all branches of advertising desires position. At present on the road. Eight years in high grade printing. CARL D. SPENCE, Aurora, Nebraska.

SALESMANAGER OR SALESMAN. Nine years business experience in specialties. Open for immediate connection. Efficient worker and result producer. Will consider moderate salary if permanency is assured. Address box 9, care of Printers' Ink.

An experienced advertising solicitor, having an extensive acquaintance among advertising agencies and advertisers, desires to represent in New York and adjacent territory a first class monthly or weekly publication. Entirely satisfactory references furnished. Address, "C. B. A.," care of Printers' Ink.

Agency Inside Man

Twelve years' experience. Thorough knowledge all details. Sole rate man and space buyer in present connection. Age 28; married. Highest references. Address Box T, care of Printers' Ink.

ACTIVE publicity man, 35, long newspaper department store, and general advertising training; invites inquiries from publishers, etc., needing advertising manager. The position should be important enough to require brains and judgment and to pay over \$2,100. Narrow gauge, figure head, or loaning opportunities not acceptable. Write "WIDE AWAKE," care of Printers' Ink.

Chamber of Commerce Secretary

Young hustler, with splendid Chamber of Commerce, Newspaper and High Class Publicity experience, may be obtained.

Seek Position With Some Western or Northwestern City.

Gilt edged reference as to character and ability from those for whom the goods have been delivered. Address P. O. Box 367, Columbus, Ohio.

Boston Special Agent for Trade Journals

Are you represented in Boston? If not, I will call on special prospects for you or follow up inquiries. Charges reasonable and based on results. Send me a list of your expired subscriptions and I will see each one and renew where possible. Work on commission basis. Address "O. T. R.," Room 801, 201 Devonshire St., Boston, Mass.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and Linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

PUBLISHING BUSINESS OPPORTUNITIES

\$35,000 WILL BUY

My half interest in an out-of-door magazine and book publishing business. The other half is owned by a business house which is a large advertiser in the publications and wishes to retain its interest in them, but takes no active part in the management. The property is in first-class condition, we have a large list of paid subscribers, good advertising patronage and the business never was in better condition than it is today. The net profit above all salaries, including my own, is over \$7,000. I am managing editor and have been tied down by the position for ten years. Now I wish to be free to attend to other interests and on this account I desire to sell. Address Box 6666, care Printers' Ink.

**Order
Your
1911
Bound
Volumes
Of
Printers'
Ink
Now!**

**Keep Printers'
Ink in bound form.**

Each quarter is handsomely bound in heavy board and black cloth, with gold letters, \$2.00 per vol. Complete year in 4 volumes, \$8.00 per set.

**Only limited
number printed, so
order your 1911
Bound Volumes
now.**

Sir
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times,
of any

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for 190
Meri
Dudy
New
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Belle
days, 3



Utica, National Electrical Contractor, mo.
Average for 1910, 2,625.

NORTH DAKOTA
Grand Forks, Normandien. Norwegian weekly.
Actual average for 1910, 9,076.

OHIO

Bucyrus, Evening Telegraph. Daily average for 1910 1,783. *Journal*, weekly, 976.

Cleveland, Plain Dealer. Est. 1841. Actual average for 1910: Daily, 87,125; Sunday, 114,064. For May, 1911, 86,106 daily; Sunday, 126,144.

Youngstown, Vindicator. D'y av., '10, 15,695; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, Oklahomaian. Ave. May, 1911, daily, 35,753; Sunday, 41,601.

PENNSYLVANIA

Erie, Times, daily, 28,449 average, May, 1911. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Johnstown, Tribune. Average for 12 mos., 1910, 13,228. Mar., 1911, 14,353. Only evening paper in Johnstown.

Philadelphia, Confectioners' Journal, mo. Average 1908, 5,817; 1909, 5,822; '10, 6,003 (G.O.). *Washington, Reporter and Observer*, circulation average 1910, 12,396; May, '11, 12,691.

West Chester, Local News, daily, W. H. Hodgson. Aver. for 1910, 15,828. In its 37th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Timer-Leader, evening; best medium of anthracite field for advertising purposes.

York, Dispatch and Daily. Average for 1910, 18,767.

RHODE ISLAND

Pawtucket, Evening Times. Average circulation 9 mos. ending Apr. 30, '11, 20,023—sworn.

Providence, Daily Journal. Average for 1910, 22,788 (G.O.). Sunday, 30,771 (G.O.). *Evening Bulletin*, 48,823 average 1910.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1910, 8,423.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily average 1910, 6,460.

TEXAS

El Paso, Herald, year 1910, 11,351. Only El Paso paper examined by A. A. A.

VERMONT

Barre, Times, daily. F. E. Langley. Av. 1910, 5,625. Examined by A. A. A.

Burlington, Free Press. Daily average for 1910, 9,112. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, Argus, dy., av. 1910, 3,315. Only Montpelier paper examined by the A. A. A.

VIRGINIA

Danville, The Bee. Aver. April, 1911, 5,074; May, '11, 5,070. Largest circ. Only eve. paper.

WASHINGTON

Seattle, The Seattle Times (G.O.) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1910 cir. of 64,761 daily, 84,203 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. The *Times* carried in 1910, 12,328,918 lines, beating its nearest competitor by 2,701,288 lines.

Tacoma, Ledger. Average year 1910, daily, 18,967. Sunday, 27,348.

Tacoma, News. Average for year 1910, 19,312.

WISCONSIN

Fond Du Lac, Daily Commonwealth. Average May, 1911, 3,956. Established over 40 years ago.

Janesville, Gazette. Daily average, May, 1911, daily 6,864; semi-weekly, 1,649.

Madison, State Journal, daily. Actual average for April, 1910, 7,147.

Milwaukee, The Evening Wisconsin, daily. Average daily circulation for first five months of 1911, 43,764. Average daily gain over first five months of '11, 1,386.

Average da ly circulation for May, 1911, 46,145 copies. The *Evening Wisconsin's* circulation is a home circulation and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York, 122 So. Michigan Blvd., Chicago (Robt. J. Virtue, Mgr).

Milwaukee, The Milwaukee Journal, (eve.) Daily Av. circ. for 12 mos., 64,048. Daily Av. May, 66,187. May gain over 1910, 2,187. Paid City Circulation double that of any other Milwaukee paper. Leads all other Milwaukee papers in display, classified and foreign advertising. In over 600 Milwaukee homes. Flat rate 7c per line. C. D. Bertole, Boyce Bldg., Chicago; J. F. Antisdel, 366 Fifth Ave., N.Y. City.

Racine, Daily Journal. March, 1911, circulation, 6,410. Statement filed with A. A. A.

The WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 31, 1910, 61,827. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1910, daily, 48,181; daily April, 1911, 62,314; weekly 1910, 26,446; April, 1911, 36,359.

Winnipeg, Der Nordwesten, Canada's National German weekly. Av. 1910, 18,486. Rates 56c. in.

QUEBEC, CAN.

Montreal, La Patrie. Ave. 1910, daily—42,114; Sat., 66,810. Highest quality circulation.

Montreal, La Presse. Daily average for April, 1911, 104,316. Largest in Canada.



Boston, Globe. Average circulation.

Daily (2 cents a copy)
1910, 183,720—Dec. av., 188,543.

Sunday

1910, 331,878—Dec. av., 330,717.
Advertising totals: 1910, 7,922,108 lines

Gan, 1910, 586,531 lines

2,394,103 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, Daily Post. Greatest May of the *Boston Post*. Circulation averages: *Daily Post*, 348,623, gain of 29,020 copies per day over May 1910; *Sunday Post*, 293,692, gain of 36,963 copies per Sunday over May, 1910.

Lawrence, Telegram, evening, 1910 av. 8,543. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1908, 16,396; 1909, 16,859; 1910, 16,862. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, Evening News. Actual daily average for 1910, 18,763.

Worcester, Gazette, evening. Av. '10, 17,502. The "Home" paper. Largest ev'g circulation.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000.

Jackson, Patriot, Aver. year, 1910, daily 10,720; Sunday 11,619. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 23,118.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1910, 163,260.

The absolute accuracy of *Farm, Stock & Home*'s circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Journal, Daily and Sunday (OO). In 1910 average daily circulation evening only, 77,348. In 1910 average Sunday circulation, 80,655. Daily average circulation for May, 1911, evening only, 77,924. Average Sunday circulation for May, 1911, 82,037. Jan. 1, 1908, subscription rates were raised from \$1.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



CIRCULATION Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily.

Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 91,260. Average circulation of Sunday *Tribune* for same period, \$1,523.



by Printers'
Ink Publish-
ing Compan-

MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1910, 126,109.

NEBRASKA

Lincoln, Deutsch-Amerikan Farmer weekly 140,221 for year ending Dec. 31, 1910.

Lincoln, Freie Presse, weekly. Average year ending Dec. 31, 1910, 141,048.

NEW JERSEY

Camden, Post-Telegram. 9,433 sworn average for 1910. Camden's oldest and best daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. 1c—"07, 20,370; '08, 21,326; 2c—"09, 19,062; '10, 19,238, 1st quarter, '11, 20,128.

NEW YORK

Albany, Evening Journal. Daily average for 1910, 17,769. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, 54,558.

Buffalo, Courier, morn. Ave., '10 Sunday, 86,737, daily, 46,284; *Enquirer*, evening, 32,278.

Buffalo, Evening News. Daily average for 1908, 94,033; 1909, 94,367, 1910, 94,332.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1910, 6,104.

NEW YORK CITY

The World. Actual average, 1910, Morning, 362,108. Evening, 411,320. Sunday, 467,664.

Poughkeepsie Star, evening. Daily average year, 1910, 5,710; last four mos. 1910, 6,187.

Schenectady, Gazette, daily. A. N. Liecty. Actual Average for 1910, 19,246. Benjamin & Kentor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Star. Average 1910, 12,786. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

Troy, Record. Av. circulation 1910, (A. M., 5,102; P. M., 17,657) 22,789. Only paper in city which has permitted A. A. examination, and made public there report



The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

ILLINOIS

THE Chicago Examiner with its 624,607 Sunday circulation and 210,667 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

INDIANA

THE Indianapolis Star, Indianapolis, Ind., is the leading "Want Ad" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

MAINE

THE Evening Express and **Sunday Telegram** carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE Boston Globe, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.

MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION

 **THE Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in May, 1911, amounted to 284,016 lines. The number of individual advertisements published were 35,325. Rates: 1 cent or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

 **THE Minneapolis Journal**, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified lines printed in May, 1911, amounted to 251,300 lines; the number of individual ads published was 29,823. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.

 **MISSOURI**
THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15¢.

MONTANA
THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1910, 10,211 daily; 14,637 Sunday.

NEW YORK
THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO
THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA
THE Oklahoman, Okla. City, 36,508 Publishes more Wants than any 7 Oklahoma competitors.

PENNSYLVANIA
THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH
THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(O O) Gold Mark Papers (O O)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile Register (O O). Established 1821. Richest section in the prosperous South.

ILLINOIS

Bakers' Helper (O O), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (O O). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (O O). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (O O).

Boston Evening Transcript (O O), established 1830. The only gold mark daily in Boston.

Worcester L'Opinion Publique (O O). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (O O). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(O O) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (O O).

NEW YORK

Brooklyn Eagle (O O) is THE advertising medium of Brooklyn.

Century Magazine (O O). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (O O), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (O O). Covers thoroughly the electric railway interests of the world. McGRAW PUBLISHING CO.

Electrical World (O O) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. McGRAW PUBLISHING CO.

Engineering News (O O). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (O O). The most progressive civil engineering journal in the world. Circulation averages over 17,000 per week. McGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (O O). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 263 Broadway, New York City.

New York Herald (O O). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (O O). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (O O) has the largest circulation of any technical paper in the world.

The New York Times (O O) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (O O), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (O O) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (O O), established 1861. The great newspaper of the Pacific Northwest.

THE PITTSBURG DISPATCH (O O)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (O O), only morning paper among 600,000 people.

TENNESSEE

The Memphis Commercial Appeal (O O) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial Appeal passes both quality and quantity tests. Daily, over \$2,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The Seattle Times (O O) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (O O), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (O O) and The Evening Mail. Circulation 18,768, flat rate.

Business Going Out

Sanford's Ginger, one of the products of the Potter Drug & Chemical Company, Boston, is being advertised extensively in newspapers throughout the country. The business is placed by the Morse International Agency, of Boston.

The Boston & Maine Railroad is advertising excursion rates to the White Mountains over July 4 in metropolitan newspapers. This advertising is placed by C. E. Farnsworth, South Station, Boston.

In addition to using women's publications and general mediums, the Ivers & Pond Piano Company is placing some copy in newspapers advertising summer bargains in pianos. The newspaper contracts are placed by H. W. Stevens, Globe Building, Boston.

The Lombard Bambina Company is using a few newspapers advertising wigs and toupees.

The Maine Steamship Company, India Wharf, Boston, is advertising their "All the way by water" trip to New York in newspapers; the new steamships, the *Massachusetts* and *Bunker Hill*, having taken the place of the *Yale* and *Harvard*.

Mack's Foot Life, made by Mack's Medical Company, Boston, is being advertised in ten-inch copy in New England newspapers. The account is handled by the Tomer Advertising Agency, Boston.

Metropolitan newspapers and tour mediums are receiving copy from George E. Marsters' Tour Company, Boston, exploiting Marsters' tour magazine, *Travel*, and their various summer tours.

The Packard Motor Car Company, of Detroit, Mich., is using large space in Southern newspapers. This advertising is being placed by the Taylor-Critchfield Company, of Chicago.

The Guenther-Brown Company, of Chicago, is sending orders to Southern newspapers for their Sunday editions on account of J. E. Cannaday.

H. G. Glatz, formerly of the J. Walter Thompson Company, recently accepted a position with Frank Seaman, Inc., of New York.

H. K. Hannah, of New York, is placing copy for the advertising of the Aetna Life Insurance Company, of Hartford, Conn. Newspapers in large cities are being used. This same company is handling the advertising of the Travelers Insurance Company, of Hartford, Conn.

The George Frost Company, of Boston, Mass., has begun a newspaper campaign to advertise the Boston garter. This business is being handled by the H. B. Humphrey Company, of Boston, Mass.

Southern newspapers are receiving orders for the advertising of the United Fruit Company, of New York.

Frank Seaman, Inc., of New York, is sending out copy for the mail-order advertising of Siegel Cooper & Co., of Chicago, and Simpson & Crawford, of New York.

The Texas Company, of New York, are extending their advertising to Southern weeklies through the Collin Armstrong Company, of New York.

The Queen Chemical Company, of Buffalo, is making contracts with daily newspapers through W. B. Jones, of Binghamton, N. Y.

E. E. Smith, of Philadelphia, Pa., is sending orders to newspapers in the Northwest for the advertising of Wildwood, N. J.

The Morse International Agency, of New York, is sending out renewals, where necessary, for the advertising of Beecham's Pills.

Metropolitan dailies are being used by the Rutland Railroad to exploit the summer resorts along the line of their road.

Dr. Bosanke, of Philadelphia, Pa., is making contracts with Pacific Coast newspapers through J. H. Hartzell Advertising Agency, of Philadelphia.

Publications are receiving copy for the advertising of the Mount Kineo Hotel, of Mount Kineo, Maine, from Frank Seaman, Inc., of New York.

The Domestic Manufacturing Company, of Long Island City, N. Y., is sending out orders to Northwestern newspapers through the Allen Advertising Agency, of New York.

The Peerless Motor Car Company, of Cleveland, O., is sending large copy to newspapers in big cities through the John O. Powers Company, of New York.

Charles Blum Advertising Agency, Philadelphia, is handling the account of Gt. van Waveren & Kruiff, of Sassenheim, Holland, the largest growers of Dutch bulbs in the Netherlands. The business is going into a limited list of floral publications, and into florists' trade mediums.

Twelve-inch copy to be given seven insertions is going out from the Chambers Agency, of New Orleans, to Oklahoma and Texas papers for account of the Louisiana Oyster and Fish Company.

The advertising of Tulane University, of New Orleans; Silliman College, of Clinton, La.; Port Gibson (Miss.) Male and Female College, and Chamberlin-Hunt Academy is being placed this year by the Chambers Agency, of New Orleans.

The Chambers Agency, of New Orleans, is adding a number of Texas papers to the list of Southern papers now carrying the advertisements of the Votan Tea and Coffee Company.

New publications of Houghton, Mifflin & Co., Boston, Mass., are being advertised in leading magazines through Wood, Putnam & Wood, of Boston.

Glidden, Hyde & Co., Boston, are using a few newspapers advertising their Tripletoe Hosiery.

Women's publications are being used by George Batten Company for the Tilton Mills, Tilton, N. H.

Electric cigars are being advertised in towns and cities where they are sold through the Spafford Advertising Agency, John Hancock Building, Boston.

Bodell & Co., Providence, R. I., are using a few newspapers direct, advertising high-grade securities.

Scott & Bowne, Watsessing Station, Bloomfield, N. J., are now ready to make contracts for Scott's Emulsion advertising during the coming season. Publishers and specials can arrange for a hearing by writing or telephoning Miss Clarke, Advertising Manager.

Charles Blum Advertising Agency, Philadelphia, is sending out orders to fruit growers' publications for 224 lines on Boro-Wax, a preventative of the fruit tree borer.

"FOR VALUE RECEIVED"

An advertising manager who was invited by PRINTERS' INK to express his views on a subject with which he was familiar, put this postscript on his letter:

"I am very glad indeed to give you my views on this subject and trust they may be of some little interest. I always feel that any little time I may give to dropping a suggestion for PRINTERS' INK is well deserved, because I get so much interest and value from reading the opinions of others as expressed in its columns."

Automobiles are being swapped for advertising in small dailies in the West by a big Eastern manufacturing concern.

THE PRESS AGENT IN PERU

Peruvian advertising, or press agent work, as it may be, does not lack ingenuity, whatever else may be said of it. A recent reading notice in a preferred position of a daily paper is headed "A Three Months' Old Boy Abandoned." It goes on to relate that the sexton of St. Francis' Church found a baby at the door of the church wrapped in straw. On opening the bundle, the sexton found bills to the amount of \$10,000, and a note, which read:

"This child is to be called Octavio, and fifty dollars of the sum inclosed is to be spent each month on him. Raise him in the Holy Catholic faith, and when he is old enough to shave, have him use Hadas Cream! This is the request of his mother."

The sexton, according to the article, accepted the duty of raising the child.

Each day, during the campaign, a baby is found in a different church, with a note pinned to its dress. The money is real, and does not fail to create a sensation. It naturally finds its way back to the face cream company.

GOVERNOR FOR ADVERTISING

"I believe in advertising," said Governor Crothers, of Maryland, before the Advertising Club of Baltimore, May 24, "not only the private business but that of the state and city. I believe that the officials of a community can more readily gain the co-operation of the people of that community by taking them into their confidence in all matters of importance than in any other way."

Col. Jerome H. Joyce outlined the plans for a "Safe and Sane Fourth."

J. E. M. Raley, the president of the club, told of the plan to secure the 1912 convention of the A. A. C. A. for Baltimore.

A large delegation from Baltimore will go to the Boston convention in August on a special boat of the Merchants' and Miners Transportation Company. While there they will seek to gain the good will of the visitors to the convention by taking them on a trip over Boston harbor and its environs. The boat for the occasion will be provided by President Whitney, of the Steamship Company.

The Portland Daily Press, Portland, Me., announces an unique plan to aid Portland merchants and industries. Commencing June 25, the paper will publish an eight-page "merchants' section," in which they advertise to pay railroad and steamship fares to the city of all persons whose purchases with Portland merchants amount to certain figures. Portland merchants feel that this plan will tend in a large measure to bring the people of southeastern Maine and western New Hampshire to Portland instead of Boston or larger centers.

Business breakdowns usually occur on trestles of guesswork.—"Globe-Wernicke Doings," Cincinnati, O.

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Dismissing whatever else may seem to cloud the issue, there remains this incontrovertible fact:

The Columbian

advertiser secures an introduction to a strong, virile audience just as appreciative, sympathetic and high-class in every respect as any other, but above all an AUDIENCE of BUYERS.

It is the latter kind with which you are most concerned—the only kind that insures adequate returns to the advertiser.

The development of our CO-OPERATIVE SALES-HELP plan has, in large measure, brought about this vigorous condition. This plan, by the way, while constantly gaining in prestige is meeting with general approval from advertisers. It has the ear-marks of originality and possesses inherent strength.

Have you found an opportunity to give it a fair analysis? If not, write us or request a representative to call.

*\$125 a Page
\$200 on and after July 1st*

Columbian Magazine

Advertising Department
66 West 35th Street

NEW YORK

BOSTON

DETROIT

CHICAGO

The
Calgary Daily Herald

(Sworn Circulation 12,642 daily)

and

The
Edmonton Journal

(Sworn Circulation 7,377 daily)

The leading cities of Alberta are Calgary and Edmonton. Calgary the commercial city of the west with a population of 50,000 —Edmonton, the capital of Alberta, with a population of 40,000.

The Herald and Journal are the leaders in their respective cities and together cover a field containing 400,000 people who are the best buyers per capita in America.

Any responsible advertising agency in Canada or the United States can quote you rates in either or both of these daily papers, or we shall be pleased to furnish them to you direct, with any further information which you may desire.

